NAB Show 2017, Las Vegas, April 25, 2017 (Booth #SU3116) – Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that Brad Ree has joined its Advanced Engineering Group to help drive the architecture and integration of a robust suite of security tools and services for internet of things (IoT) applications. Ree is part of the CTO office and will be working closely with the product management team in this role. Ree will also be supporting standards organization participation for IoT markets.

In parallel with its current security partners, Verimatrix has identified four absolutely critical pillars of IoT security. These are ensuring client device integrity, device authentication, the data communications links and management of the data itself that is collected by IoT applications. The products and services offered to the IoT marketplace are being architected around these pillars to create a cost effective infrastructure that significantly improves the resilience of IoT applications and their potential to support and protect new streams of revenue.

"We have found that the threat landscape in the emerging IoT applications landscape is very aligned with that of our existing video services security business, so tools and skills already available and matured can readily be adapted and extended," said Petr Peterka. "We are thrilled to have Brad join our team to take our proven security foundations to the next stage of development for this burgeoning market."

Ree brings a wealth of security and IoT experience with his most recent tenure as the VP of Security and Control at Nortek Security & Control, providing him with a unique view of products sold through the security dealer and distributor channel, large service providers, and retail ecosystems. Additionally, he has led engineering and product development for standards-based solutions, and closed proprietary systems for IoT, smart home, and smart grid protocols and products for companies such as Arris, General Electric, AT&T, and Nortek Security & Control. Ree is the chair of the security working group of ZigBee and will be representing Verimatrix with the Open Connectivity Foundation and support standards development of the Open Trust Protocol (OTrP).

Find out more about Verimatrix's IoT security strategy at the NAB Show 2017 booth #SU3116, or download the ABI Research white paper "Selecting The Right Partner for

[Securing The Internet of Things: Understanding the Threats and Evolving Value Chain](#)."

About Verimatrix
[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe and is recognized as the global number one in revenue security for connected video devices. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enables next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering the world's only globally interconnected revenue security platform, [Verspective™ Intelligence Center](#), for automated system optimization and data collection/analytics.

Its [unmatched partner ecosystem](#) and close relationship with major studios, broadcasters and standards organizations enables Verimatrix to provide a unique advantage to video business issues beyond content security as operators introduce new services to leverage the proliferation of connected devices. Verimatrix is an ISO 9001:2008 certified company. For more information, please visit [www.verimatrix.com](#), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.