Mumbai and San Diego, Oct. 11, 2018 – Verimatrix, a specialist in securing and enhancing revenue for network-connected devices and services, today announced Hathway Cable & Datacom Limited, one of the largest MSO and cable broadband service providers in India, as its latest Verimatrix Video Content Authority System (VCAS) Ultra™ customer. Hathway selected the next-generation cardless solution to secure its new DVB Hybrid Cable Box, which is the first set-top box (STB) of its kind in India to be built on Android TV O (Oreo) operating system.

"Because Verimatrix offers a variety of innovative next-generation solutions, backed by a well-established reputation in India, we didn't have any hesitations in selecting the company as our preferred security provider," said Hathaway Chief Digital & Information Officer Vivekanand Tripathi. "While our initial focus is to optimize revenue security for our new DVB Hybrid Cable Box, our long-term vision is to expand the framework with more of the benefits Verimatrix has to offer, including analytics, digital rights management and more."

To secure its Android TV deployment, it is essential for Hathway to have a separation between pay-TV security processing and data from other applications. Verimatrix has prior experience providing the necessary isolation, including decryption, for Android TV using VCAS Ultra.

Designed with the future in mind, VCAS Ultra can be adapted to support Hathway's evolving needs as it begins to offer more advanced delivery models and more flexible subscription models. The future-proof platform extends the company's reach to premium UHD services and advanced hybrid deployments by being pre-integrated with VideoMark forensic watermarking and ensuring compliance with MovieLabs' specifications for Enhanced Content Protection.

"Our experience in securing Android TV deployments made VCAS Ultra the obvious choice to secure the DVB Hybrid Cable Box, but it is truly the flexible and scalable design of the platform that makes the most strategic sense for Hathway in the long run," said Steve Oetegenn, president of Verimatrix. "VCAS Ultra offers a complete revenue security toolbox for encryption, watermarking and service management, so the initial DVB cardless deployment is really just the tip of the iceberg."

Hathway Cable & Datacom Limited

Hathway Cable & Datacom Limited (Hathway) is one of the India's leading Cable Broadband service providers. It also provides Cable Television services through its wholly owned subsidiary – Hathway Digital Private Limited, which is one of the largest Multisystem operators in India. Hathway's vision is to be a single point access provider, bringing into the home and work place a converged world of information, entertainment and services. For more information, visit www.hathway.com.

About Verimatrix
Verimatrix specializes in securing and enhancing revenue for network-connected devices and services around the world and is recognized as the global number one in revenue security for IP-based video services. 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 a comprehensive data collection platform, Verspective Analytics, for automated system real-time quality of experience (QoE) optimization to drive user engagement and content monetization, and data collection/analytics and Vtegrity, advanced security that addresses IoT threats and service lifecycle management.

Its unmatched partner ecosystem enables Verimatrix to provide unique business value beyond security as service providers introduce new applications that leverage the proliferation of connected devices. For more information, please visit www.verimatrix.com, our Pay TV Views blog and follow us @verimatrixinc, Facebook and LinkedIn to join the conversation.