

# Inside Secure Introduces DRM Fusion Essential at the National Association of Broadcasters Show 2015 (NAB Show 2015)

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## DRM Fusion Essential perfectly complements INSIDE's content protection portfolio to enable and secure Free-To-Air video services

**Aix en Provence, France, April 8, 2015** – Inside Secure (Euronext Paris: INSD), a leader in embedded security solutions for mobile and connected devices, today announced it will be introducing DRM Fusion Essential at the National Association of Broadcasters (NAB) show to be held April 11-16, 2015 in Las Vegas. INSIDE's DRM Fusion Essential has been developed for the premium content owners (Hollywood Studios, TV programmers, etc.) who will benefit from its acknowledged high security provided by Inside Secure's content protection solutions. The Free-To-Air (FTA) video service providers will also enjoy the Essential flavor of this latest INSIDE's Fusion member that offers the best HD experience supported by most of the adaptive streaming and static file protocols (Apple HTTP Live Streaming, Microsoft Smooth Streaming, MPEG-DASH, PIFF, CFF) and a rich set of extra features including Download & Play, subtitles and immersive audio.

The FTA distribution of content allows consumers to access various and rich TV programs without requiring any subscription. Thus, advertising and sponsorship help broadcasters to reach a much larger audience. This business model requires very cost effective content protection solutions based on subsets of traditional Digital Rights Management offer. INSIDE's DRM Fusion Essential is the right fit.

DRM Fusion Essential takes a full advantage of Inside Secure's award winning obfuscation software security solution that guarantees integrity checking, good resistance to reverse engineering, in addition to keys and other secrets scrambling. When distributed by HTTP Live Streaming, the content can be encrypted and protected by the AES128 government approved strong cryptography. DRM Fusion Essential robust implementation of this algorithm protects the keys while videos are decrypted. The light but secure infrastructure makes content monetization possible even in a FTA economic model.

Benefits of Inside Secure's DRM Fusion Essential include:

- Studio approved cost-effective high security content protection
- HD quality
- Support for Apple HTTP Live Streaming with AES128 encryption, Microsoft Smooth Streaming, MPEG-DASH, PIFF, CFF
- Support for Download & Play, subtitles and immersive audio
- Code and data protection against attacks
- Inside Secure's proven content protection technology (more than 80 DRM deployments and 70 million daily users)

"We are excited to be introducing DRM Fusion Essential at this year's NAB show and to be demonstrating how, once again, Inside Secure is delivering the right solution for a market need that is critical," said Martin Bergenwall, Executive Vice President of the Mobile Security Division of Inside Secure. "DRM Fusion Essential is based on Inside Secure's award winning obfuscation security to offer the right security and the right user experience in the FTA environment. When business conditions require it, our regular Downloadable and Embedded DRM Fusion Agents are enhanced by the addition of Microsoft PlayReady or other DRM schemes."

For more technical details about DRM Fusion Agents and DRM Fusion Essential, please visit <http://www.insidesecond.com/Markets-solutions/Content-Protection-and-Entertainment>.

Inside Secure will be meeting customers and partners to give show demos, including with DRM Fusion Essential, in a suite at the Wynn Hotel, Las Vegas, NV, from April 13th to April 16th. Please contact us for a meeting (<http://www.insidesecond.com/Contact-us>).

Inside Secure ([recently named 2014 European Frost & Sullivan Company of the Year](#)), Cyber Defense Magazine's "The Most Innovative Digital Rights Management Solution for 2015" and finalist for Info Security Products Guide's 2015 "Most Innovative Company of the Year - Security Category", is the only market player simultaneously offering hardware-only security based on secure microcontrollers, software-only security, and a combination of both, in addition to a broad intellectual property portfolio to address a full range of security issues.

### About NAB Show

NAB Show, held April 11-16, 2015 in Las Vegas, is the world's largest electronic media show covering the creation, management and delivery of content across all platforms. With more than 98,000 attendees from 150 countries and 1,700+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. For complete details, visit [www.nabshow.com](http://www.nabshow.com).

### About Inside Secure

Inside Secure (Euronext Paris FR0010291245 – INSD) provides comprehensive embedded security solutions. World-leading companies rely on Inside Secure's mobile security and secure transactions offerings to protect critical assets including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives Inside Secure customers a single source for advanced solutions and superior investment protection. For more information, visit <http://www.insidesecond.com>

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