MStar Features Verimatrix Forensic Watermarking Technology in UHD Set-Top Box Solutions

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Advanced Verimatrix VideoMark Solution Enhances Revenue Security of Premium UHD/4K Content

Amsterdam, IBC 2015, 1 Sept. 2015 – MStar Semiconductor, Inc., a leading global semiconductor company for display and digital home solutions, today announced that it has integrated Verimatrix VideoMark™ forensic watermarking technology into its system-on-chips (SoCs) for UHD set-top boxes (STBs), as well as its OTT/IP STB. As a result of the collaboration, MStar's STBs now meet the redefined security requirements for UHD/4K video services as described in the MovieLabs Specification for Enhanced Content Protection.

VideoMark defends directly against the content redistribution attacks that are becoming much more common as a result of higher quality content being more widely available for transmission over fast broadband networks. Watermarking also makes it possible to detect where infringing content streams are coming from and so enable detection. Integrating VideoMark with MStar's SoCs enables operators to securely, robustly and imperceptibly embed identifying information within copies of premium media content to help establish secure end-to-end chains of custody. VideoMark is a featured component of VCAS Ultra™, the next-generation of the Verimatrix Video Content Authority System (VCAS™) architecture.

"Verimatrix takes a multi-pronged approach to UHD revenue security that encompasses hardware-based security, trusted software security, and forensic watermarking," said Petr Peterka, CTO, Verimatrix. "We are uniquely positioned to provide a balanced, integrated approach to security that supports all three of these elements, and we are pleased to work with MStar to help augment their hardware-based security initiatives."

"With growing demand to acquire Ultra HD content, the content distribution market is responding with cutting edge technologies that comply with Studios' requirement. We are committed to providing the highest level of security for our customers," said Wayne Tsai, Marketing Director at MStar. "With this in mind, we chose to partner with Verimatrix and deploy its sophisticated VideoMark technology as the company is a pioneer in the practical application and commercialization of forensic video marking solutions."

About MStar Semiconductor, Inc.

MStar Semiconductor, Inc. is a world-class leader in Application Specific ICs with a focus on consumer electronic products and communication applications. Since the inception in 2002, MStar has established a strong brand and leadership position in LCD controller, analog and digital TV, and set-top box by fully leveraging its core expertise of cutting-edge design capabilities, continuous innovation and premier customer-focused services. Headquartered in Taiwan, MStar has a comprehensive global footprint of international R&D and customer support centers to provide a full range of total solutions for various consumer electronic applications. For more information, please visit http://www.mstarsemi.com/.

About Verimatrix

Verimatrix specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe. The award-winning and independently audited Verimatrix Video Content Authority System (VCAS™) and ViewRight® solutions enable cable, satellite, terrestrial, IPTV and OTT operators to cost-effectively extend their networks and enable new business models. As the established leader in cardless security solutions, the company has leveraged its innovative 3-Dimensional Security approach to provide harmonized rights for premium content delivery to a range of devices over new hybrid network combinations.

Maintaining close relationships with major studios, broadcasters, standards organizations and its unmatched partner ecosystem enables Verimatrix to provide a unique perspective on video business issues beyond content security as operators introduce new services to take advantage of 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 at @verimatrixinc, Facebook and LinkedIn to join the conversation.