

# MStar Semiconductor, Inc. Integrates Inside Secure Technology to Protect Premium Content on its New 4K Ultra HD Platform

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*Inside Secure's hardware security IP is easy to integrate, reducing time to market*

**IBC, Amsterdam, September 10th, 2015** – [Inside Secure](#) (Euronext Paris: INSD), a leader in embedded security solutions for mobile and connected devices, announced that it is providing a cryptography engine to allow [MStar Semiconductor, Inc.](#), a leading semiconductor company for display and digital home solutions, to comply with the most stringent requirements for content protection on its new 4K Ultra HD platform. By using Inside Secure's security solution to protect valuable media assets and prevent them from being illegally copied and cloned, MStar is raising the bar for content protection among TV chip makers. MStar chose Inside Secure's hardware security IP because it easily integrates encryption and strong authentication, reducing time to market, a significant advantage in the fast moving consumer electronic market.

"We are glad to integrate Inside Secure's cryptography engine into our HDR 4K HEVC playback, and to maintain our ongoing commitment to ensuring a secure platform for our leading technology," said Wayne Tsai, Marketing Director, MStar. "By including the highest level of security in our new 4K Ultra HD platform, we make sure that the valuable content of our customers and our content distribution partners is protected."

"Inside Secure is pleased that our hardware security IPs have once again been chosen by a leading technology provider in the media industry," said Martin Bergenwall, Executive Vice President of the Mobile Security Division of Inside Secure. "Our provision of content protection for high value 4K Ultra HD premium content at MStar adds to the 80 major broadcasters and more than 100 million consumers using our content protection solutions every day."

Hollywood studios, and other content owners, now require a combination of software and hardware for content protection in HD and 4K Ultra HD, whereas previous low resolution content only required software protection. Inside Secure is uniquely positioned to address these evolving content protection requirements and apply technology solutions due to its demonstrated record of success in this market and its broad portfolio of conditional access secure microcontrollers, IP components and Fusion content protection solutions covering various OTT business models.

For more information about Inside Secure's content protection solutions, please visit <http://www.insidesecure.com/Markets-solutions/Content-Protection-and-Entertainment>

## **About MStar Semiconductor, Inc.**

MStar Semiconductor, Inc. ("MStar") is a world-class leader in Application Specific ICs ("ASIC") 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 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 transaction 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.insidesecure.com>

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