Swisscom Upgrades to VCAS Ultra to Secure UHD Services for Successful TV 2.0 Offering

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Revenue Security Solution VCAS Ultra Demonstrates Flexibility for Next-generation Video Services from Leading European Telecom Provider

San Diego, Oct. 1, 2015 –Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that Swisscom is deploying VCAS Ultra™, its next-generation Video Content Authority System (VCAS™) architecture. This decision equips Swisscom with a comprehensive and scalable multi-network revenue security approach for its new TV box for ultra-clear ultra high definition (UHD) content and other expanded services. VCAS Ultra is a natural extension to Swisscom's existing VCAS deployment, which led to the award-winning Swisscom TV 2.0 launch.

Swisscom is launching a new line of UHD and high dynamic range- (HDR) capable Android set-top boxes (STBs) that enable Swisscom TV 2.0 subscribers to watch premium UHD content as a part of the TV 2.0 service. The innovative STB integrates advanced security features from VCAS Ultra that are underpinned by three pillars of security requirements for UHD/4K content—hardware credentials and anchors, a trusted software security environment and forensic watermarking. In particular, the Android-based STB features Marvell's ARMADA® 1500 Ultra (88DE3218) system-on-chip (SoC) platform that has been integrated with the Verimatrix Videomark™ forensic watermarking solution and leverages the SoC's Trusted Execution Environment (TEE). Swisscom currently has more than 1.24 million customers, with about 1,250 customers switching to Swisscom TV 2.0 every day.

"Our Swisscom TV 2.0 deployments represent a successful, best-of-breed partner ecosystem that delivers the most innovative technology, while still providing ultimate flexibility to continually launch leading-edge services," said Peter Fregelius, head of TV Development and Technology at Swisscom. "VCAS Ultra from Verimatrix is the only solution today that is able to meet the unique needs of our network and satisfy stringent security requirements for UHD/4K content."

VCAS Ultra is the next-generation VCAS architecture that is fully aligned with the needs of the software-empowered video operator. Architected to enable the transition towards IP and software-based video delivery, VCAS Ultra extends the operator's reach to premium UHD services and advanced hybrid network deployments to meet or exceed content providers' requirements for protection of UHD content. VCAS Ultra enables operators to take advantage of physical or virtual configurations to support cloud system integrations. It features enhanced content security profiles to meet MovieLabs' defined UHD service requirements—including fully integrated multi-network VideoMark watermarking technology, as well as TEE support.

"We are excited to be at the forefront of innovative, UHD service launches. Swisscom is pushing the envelope with new and differentiated services based on the latest technology in order to establish a competitive edge," said Steve Oetegenn, president of Verimatrix. "As a prime example of a software-empowered operator, Swisscom understands the importance of building a next-generation revenue security platform that meets today's needs and provides the flexibility and scalability to meet its future goals for growth."

About Swisscom

Swisscom is Switzerland's leading telecom provider with its headquarters in Ittigen, close to the capital city, Berne. With over 20,000 employees it generated turnover of CHF 5.7 billion in the first half-year of 2014. Swisscom is one of the most sustainable companies in Switzerland and Europe.

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.