

# Verimatrix Addresses Consumer Privacy and Data Security during CONNECTIONS Summit at CES 2016

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## SVP of Marketing Steve Christian Speaks about the Benefits of Security and Analytics across all Connected Devices

**CES 2016, Las Vegas – Dec. 29, 2015** —[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that its SVP of Marketing Steve Christian will be featured as a speaker at the CONNECTIONS™ Summit: IoT, Entertainment and the Connected Consumer during CES 2016. He will be participating in an interactive panel session entitled, Personalized and Big Data: Securing Consumer Privacy, on Wednesday, January 6<sup>th</sup>.

CONNECTIONS Summit, held at the Venetian Hotel in Las Vegas, features groundbreaking research and expert analysis on connected devices and IoT, data privacy and security, monetization strategies, and partnerships and technology integration for IoT products and services. The event also offers networking opportunities with the leading analysts and senior executives in the connected home and IoT industries.

The interactive panel session, moderated by Parks Associates Research Analyst Brad Russell, examines trends in personalization, including privacy and security concerns and strategies to balance connected solutions with regulatory limits and consumer concerns. Christian will showcase developments in securely compiling user behavior and network performance data and will share how this data can be presented in a meaningful way to service providers. He will also address the importance of developing a comprehensive security strategy that accommodates the rapid pace of change in regulatory environments around the globe. Christian will be joined by executives from Intel Security, Zubie, Cisco, NXP Semiconductors and Facebook.

“The most important next step to get consumers engaged and participating in connected services is to establish a more compelling and user-friendly value proposition for data harvesting and curation,” said Christian. “They deserve to be offered, in any application, a clear line of sight between the data they contribute and the benefits received. This needs to include assurances about the responsible security of such data.”

The panel will take place on January 6<sup>th</sup>, 3:45–5:00 p.m. at the Venetian Hotel in Las Vegas. The CONNECTIONS Summit agenda includes nine executive sessions and a networking-and-cocktails reception on the first day of CES. The sessions, moderated by Parks Associates analysts, will feature new research on emerging areas significant to the future of the connected home, including OTT video, wearables, IoT, tech support and other related topics.

To learn more, visit [Connections Summit online](#). To book an appointment with Christian and to learn more about Verimatrix’s involvement at CES, [click here](#).

### 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](http://www.verimatrix.com), our [Pay-TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.