

Verimatrix Promotes a Connected Future of Pay-TV Revenue Security Vision at NAB Show 2015

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Popular Multi-network Breakfast Forum Will Highlight the Opportunities Presented by Transition to IP-based Video Delivery Technologies

Las Vegas, NAB 2015 – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, is focusing on the optimization of multi-network, multi-screen deployments for next-generation video service providers at [NAB 2015](#), Apr. 13-16, 2015. Verimatrix will be at stand #SU7510 at the Las Vegas Convention Center.

Verimatrix will showcase its advanced revenue security solution, [VCAS Ultra™](#), which is specifically engineered to address the revenue security challenges of next generation ultra high definition (UHD) service delivery. As one of the pillars of UHD security required by content owners, VCAS Ultra includes integrated VideoMark™ forensic watermarking, an award-winning technology that is available for both set-top boxes (STBs) and consumer electronic devices. The company will also be demonstrating VCAS Ultra at the DASH-IF reception, where it is a gold sponsor, on Apr. 15 at 6:30 p.m. at the MGM.

Also at the show, Verimatrix is launching the concept of a globally interconnected revenue security platform, highlighting how such a solution can significantly extend the value proposition of the [Verimatrix Video Content Authority System \(VCAS™\) architecture](#) and ViewRight® device security offerings. The benefits of aggregating security management are illustrated in the latest e-book in the popular software-empowered video operator series.

Backed by another new paper, “Making Sense of OTT Revenue Security,” the company’s team of experts offers guidance on how to address the increasingly complex realities of multi-DRM delivery. The Verimatrix [MultiRights™](#) approach has been proven as a practical way to unify delivery systems and customer experiences around a common rights management framework. Available today and adaptable for tomorrow, MultiRights provides operators with a proactive security strategy for multi-screen services.

Verimatrix is also hosting its [Multi-network Solutions in the Real World Forum](#) on Apr. 14 from 8:00 a.m. – 10:00 a.m. at the Renaissance Hotel Las Vegas. During the Forum, entitled “Shaping the Future of TV: Where to Place your Bets,” industry experts will discuss how they balance near-term objectives with cutting-edge innovation. To see the whole agenda and attend the Forum, please register [here](#).

Steve Christian, senior vice president, Marketing, will participate in the Connected Media IP Panel Debate on [“Content Security – Protecting your Assets”](#) on Apr. 15 from 11:30 a.m. – 12:00 p.m. at the CM IP Pavilion.

During the event, Verimatrix is hosting several demonstrations in stand #SU7510 to illustrate how operators can capitalize on the clear trend towards the implementation of IP and software-based technologies to develop flexible and scalable multi-network video services that can meet goals for growth.

To book an appointment with the team at NAB 2015, please visit the [Verimatrix website](#).

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.

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