

Verimatrix to Explore Transition to IP-based Video Delivery Technologies at INTX 2015

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CTO Petr Peterka to Offer Guidance on Achieving Revenue Security for RDK Applications During Panel Session

Chicago, INTX 2015 – May 1, 2015 – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, is focusing on the opportunities presented by the transition to IP-based video delivery technologies at [INTX - The Internet & Television Expo 2015](#), May 5-7, 2015. Verimatrix will be at booth #1723 at McCormick Place.

To reinforce this focus, Verimatrix will showcase its advanced revenue security solution, [VCAS Ultra™](#), which addresses the revenue security challenges of next generation ultra high definition (UHD) service delivery. VCAS Ultra includes [MultiRights](#) support for third party digital rights management (DRM) and integrated VideoMark™ forensic watermarking, an award-winning technology that is available for both set-top boxes (STBs) and consumer electronic devices.

During the event, Petr Peterka, CTO, will participate in a panel on "Cracking the Code: Achieving Software-powered Performance Advancements" on May 7 from 9 a.m. – 10:00 a.m. in room W474. In his presentation, Peterka will address how to best optimize CA/DRM integration in the RDK bundle and ensure the revenue security of RDK applications.

Also at the event, Verimatrix will highlight the benefits of a globally interconnected revenue security platform such as the [Verspective Intelligence Center](#), exploring 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](#).

Verimatrix is also hosting several demonstrations in booth #1723 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 INTX 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.