

# Verimatrix Addresses Effective Approaches to System Security Integrity at Upcoming IoT Industry Conferences

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## Executives to Present the Value of IoT Solutions through Latest Security Techniques and Effective Anti-Piracy Methods

**San Diego – May 6, 2016** – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, will examine content security within IoT and OTT solutions at the upcoming IoT World 2016 and CONNECTIONS: The Premiere Connected Home Conference 2016. Both shows take place this month in the San Francisco Bay Area and focus on emerging themes and revolutionary trends specific to IoT.

Verimatrix is sponsoring IoT World, an annual cutting-edge conference located in the heart of Silicon Valley, which runs May 10-12, 2016. During the event, SVP of Marketing Steve Christian will lead a session on May 11 at 2:20 p.m. that deconstructs the requirements for content revenue security in the IoT age. His presentation, "Enhancing the Value of IoT Solutions through Security," will explore the emerging security challenges related to IoT and how security components make unique data available for more granular analytics. He will discuss the importance of service providers to establish trust as a key tenant of the consumer relationship in a data-driven economy.

Verimatrix will also participate at CONNECTIONS: The Premiere Connected Home Conference 2016 May 24-26, 2016 at the Hyatt Regency San Francisco Airport. Verimatrix CTO Petr Peterka will participate in a panel session entitled, "Risky Business: Piracy and Protecting Content in an OTT World," moderated by Parks Associates. Taking place on May 25 at 11:00 a.m., the session will shed light on the economics and emerging conclusions for in-home OTT services, as well as the risks within the OTT video economy. Panelists will also examine DRM systems and the potential piracy threats of credential swapping versus the value of a superior user experience.

Visit the Verimatrix website to learn more about [IoT World 2016](#) and CONNECTIONS: The Premiere Connected Home Conference 2016 and to book an appointment.

### About Verimatrix

[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe and is recognized as the global number one in revenue security for connected video devices. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enable next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering the world's only globally interconnected revenue security platform, [Verspective™ Intelligence Center](#), for automated system optimization and data collection/analytics.

Its [unmatched partner ecosystem](#) and close relationship with major studios, broadcasters and standards organizations enables Verimatrix to provide a unique advantage to video business issues beyond content security as operators introduce new services to leverage 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.