

# Verimatrix Emphasizes Importance of UHD Transition as the Cable Congress 2016 Revenue Security Sponsor

calendar\_today Jun 20, 2016

## CTO Petr Peterka to Advise on Challenges Presented by New Standards in Premium Content Delivery

**Cable Congress 2016, Warsaw, Poland — June 20, 2016** — [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced it will underscore the competitive importance of ultra HD (UHD) premium services at Cable Congress 2016. As the show's Revenue Security sponsor, Verimatrix will lead a session on protecting the next generation of video delivery during the plenary track on day 3 of the conference.

During his presentation, "The Road to True Ultra HD: What Operators Need to Know," Verimatrix CTO Petr Peterka will explain how progressive operators can use ultra HD premium services to extend their competitive advantages and how the highest standards of revenue security help achieve their goals. He will examine the latest security guidelines for developers and distributors of UHD content as defined by MovieLabs' Specifications for Next Generation Video and Enhanced Content Protection and explain how the components of the mandate can be leveraged to establish secure end-to-end chains of custody. Peterka's presentation starts at 13:50 on Thursday, June 30, in the Universe Ballroom (PF1, UB1, UB3).

To learn more about Verimatrix's presence at Cable Congress 2016 and to schedule a meeting, click [here](#). For additional information on how to fully enable the future of pay-TV revenue security for UHD video, [download the white paper](#).

### 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](#), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.