Las Vegas, CES 2017 (Suite #1710) Jan. 4, 2017 – Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, and Samsung Electronics today announced an expanded partnership to ensure the 2017 line of Samsung Smart TVs comply with the Ultra HD (UHD) and 4K content guidelines set by MovieLabs' Specifications for Next Generation Video and Enhanced Content Protection. The Verimatrix Video Content Authority System (VCAS) Ultra™ architecture, which includes hardware-based VideoMark® forensic watermarking, is integrated with Samsung's next-generation Smart TV platform to establish a secure chain-of-custody across the UHD ecosystem.

"The proliferation of UHD and 4K content has amplified threats of IP-sourced piracy, putting a direct target on Smart TVs. Therefore, it is essential that emerging technology adopts a balanced integrated approach built around MovieLabs' requirements to protect UHD and 4K content," said Petr Peterka, CTO of Verimatrix. "Samsung's decision to integrate VideoMark watermarking as part of VCAS Ultra optimally positions its future Smart TVs to secure high-quality content, pushing Samsung ahead in the race against piracy."

Through an infrastructure of integrated VideoMark watermarking technology and Trusted Execution Environment (TEE) support, VCAS Ultra presents a formidable barrier to piracy underpinned by three pillars of MovieLabs security requirements—hardware credentials and anchors, a trusted software security environment and forensic watermarking. This multi-pronged approach ensures that UHD and 4K content delivered by Samsung Smart TVs are in full compliance with the mandate through encryption, authentication and device revocation.

To learn more about how VideoMark enables rights owners and pay-TV operators to maximize the revenue potential of UHD and 4K content, schedule a meeting with Verimatrix at CES 2017.

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 enables 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.