

## Vizrt and Civolution Join Forces to Reduce Video Piracy With Video Watermarking Technology

***Vizrt announces that it is integrating Civolution's watermarking solution into its Viz Ardome media asset management software***

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Vizrt, a provider of content production tools for the digital media industry, today announced that it is integrating Civolution's watermarking solution into its Viz Ardome media asset management software. Using Civolution's NexGuard – Pre-release application, users will have the ability to deter potential piracy threat or trace the source of unauthorized copies of a video asset.

"Watermarking in the field of media asset management is new, but it's a growing market," explained Henrik Nordström, VP MAM Sales, Vizrt. "We see more and more requests from customers, including those that handle video archives, to ensure that no media assets can be used without approval or financial compensation. TV networks with program management workflows are also potential customers for this process. They need to export content for dubbing, closed captioning, or promotional purposes before airing, but also need to ensure the latest episode of a major series, for example, is protected and they can offer theft deterrence solution before the air date."

"Piracy is still a major issue for the content industry which hinders the distribution and access to content," said Wim Bus, SVP Product Management at Civolution. "We are pleased to be working with Vizrt. Working together, we provide a solution to better protect, manage and allow the full exploitation of revenues. This is testament that the NexGuard Forensic Watermarking has developed into a must-have feature in any digital media management workflow."

The integration of Civolution's product with Viz Ardome is currently managed through the Nexguard plug-in for Rhozet's Carbon Coder, a standalone transcoder that facilitates the transfer of media between acquisition, editing, playout, archive, Web, and mobile applications.

"As Viz Ardome is already integrated with the Carbon Coder, using the Carbon XML API, it was a natural and straightforward process to add support in Viz Ardome for watermarking requests," said Erwan Gilles, System Specialist, Vizrt. "The dynamic use of the Carbon XML API to request watermarking allows more flexibility than drop folders."

Civolution's Nexguard plug-in embeds a unique virtual barcode in each copy of the content. The watermark is imperceptible to the human eye and, being part of the content, remains even if the content is modified. This content serial numbering process is versatile, fully automated and scalable – all driven by the central NexGuard

management server, which hosts a database of copies and corresponding recipients. By cross referencing the database with the watermarks discovered in pirated copies, the NexGuard forensic marking solution can locate the source of piracy. Rightful owners can then implement a graduated response to piracy.

## About Vizrt:

Vizrt creates leading-edge content production tools for the digital media industry – from award-winning 3D graphics & maps through integrated video workflow solutions and online publishing tools.

We propose a new vision for content creation, management and delivery with an end-to-end solution from conception to multi-format distribution. Through constant innovation and a good measure of fun, we create software and services that push creative boundaries and develop new ways of telling stories.

Vizrt's product suite is used by the world's leading broadcasters and publishing houses, including: CNN, CBS, Fox, BBC, Sky, ITN, ZDF, Star TV, Network 18, TV Today, CCTV, NHK, The Globe and Mail, The Telegraph, and Welt Online. Furthermore, many world-class production houses and corporate institutions, including both the New York and London Stock Exchanges, utilize Vizrt solutions.

Vizrt is a public company traded on the Oslo Main List: VIZ, ISIN: IL0010838154.

## About Civolution:

Civolution is a leading provider of technology and solutions for identifying, managing and monetizing media content. Civolution offers an extensive portfolio of watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, PayTV and online. Through its service portfolio, Civolution offers world-class broadcast and internet intelligence to help media content owners control their assets and unlock new revenue streams. For more information, go to [www.civolution.com](http://www.civolution.com)

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*Editor's Note: Any photographs accompanying this announcement may or may not be directly associated with the project or sale described above.*