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## **Civolution and Mikros image Take Watermarking of HD Content to New Heights**

*Civolution and Mikros Image unfold new standards for high definition watermarking in 4:4:4*

**Paris, France and Eindhoven, The Netherlands, December 16th 2009** – Mikros image, a major player in special effects creation and post-production services and Civolution, a leading provider of technology and services for identifying, managing and monetizing media content, today announced the availability of video watermarking of high definition signals in 4:4:4.

The Civolution technical team, assisted by Mikros, advanced its NexGuard watermarking algorithm and its implementation for the quality demands of the 4:4:4 HD format. Mikros image is now offering, as part of its professional service product line known as 'Digital laboratories and deliverables', the watermarking of content in 4:4:4. Mikros becomes the first laboratory in Europe to offer such a service to its clients.

"The close collaboration between Civolution and Mikros allowed us to reach a new quality standard for the 4:4:4 format," said Xavier Brachet, Operations Manager at Mikros image.

"We are pleased to have extended the usage of our NexGuard solutions to perform robustly in the most demanding situations," added Jean-Michel Masson, SVP Watermarking Operations for Civolution.

In today's 'anytime, anywhere' delivery and consumption of content, watermarking is becoming an intrinsic part of the content lifecycle. Disseminated throughout the content, the watermark is an efficient deterrent against illicit re-distribution of media and allows the identification of the source of a potential leakage – an invaluable security solution for rights holders.

Based on the Civolution NexGuard product portfolio, the solution allows media content to be embedded with the robust and imperceptible watermark. The watermark or payload is inserted at the time of duplication and can be applied to any tape format up to HDCAM SR. The watermarked content becomes unique and therefore identifiable and traceable.

### **For more information:**

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#### **About Civolution**

Civolution is a leading provider of technology and services for identifying, managing and monetizing media content. The company offers an extensive portfolio of cutting edge 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 broadcast and internet media intelligence and monetization solutions. Headquartered in Eindhoven, The Netherlands, with offices in London, Rennes, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics combining synergies from Philips CI, Teletrax and Thomson STS. For more information visit: [www.civolution.com](http://www.civolution.com).

#### **About Mikros**

Founded in 1985 by its current CEO, Maurice Prost, Mikros image is dedicated to visual effects and is a major player in the post production industry. In early 2007, the Italian media group and public company, Mediacontech, acquired the total capital of the company Mikros image. Managed by Gilles Gaillard, Mikros image encompasses all aspects of post-production: advertising, feature films, TV, video clips, video games and corporate communication. With its headquarters in Paris, France, Mikros image is home to 150 full-time collaborators and about 70 freelance artists. Mikros image delivers over 300 projects per year covering all fields (feature and short films, advertising, TV, corporate communication, video games and video clips). For more information visit: [www.mikrosimage.eu](http://www.mikrosimage.eu).