

IBC PREVIEW RELEASE

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Civolution Showcases Extended Product Range at IBC 2009

Civolution demonstrates integrated product range with new solutions following the company's recent acquisition of Thomson STS

Eindhoven, The Netherlands, August, 17th 2009 – Civolution, a leading provider of technology and services for identifying, managing and monetizing media content, today announced that following its acquisition of Thomson Software and Technology Solutions (STS), IBC 2009 will be the first public outing for its newly extended and re-branded product ranges.

"IBC 2009 sees the launch of our 'one-stop shop' for content identification, management and monetization solutions following the integration of watermarking technologies from Thomson STS with the pre-existing Civolution range of watermarking and fingerprinting products and services," says Civolution CEO, Alex Terpstra. "With the combination of such outstanding talents and technologies, Civolution offers a powerful proposition with content security and monetization applications for all types of digital content and distribution methods throughout the cycle of content release windows."

Based on valuable customer feedback, Civolution redefined its product branding policy post-acquisition and adopted the NexGuard product brand for all of its forensic watermarking products.

New forensic watermarking products and enhanced functionality launched at IBC will include:

- **NexGuard - Pre-release:** whether a media asset (audio or video) goes to post-production houses for dubbing, circulates for review, is accessible for preview, or is distributed for end-user delivery, the NexGuard - Pre-release forensic marking solution provides enhanced content security and ensures traceability of individual copies, during tape or DVD duplication and upon file transfer or transcoding. NexGuard – Pre-release supports masters, screeners and online distribution scenarios. The product has been integrated into major format conversion products including Digital Rapids, Grab Networks, Rhozet, Root 6 and Telestream.
- **NexGuard - Content Protection:** enables secure premium program storage, management and delivery at all stages of the workflow. Using NexGuard - Content Protection, content or files are encrypted and a list of recipients and associated rights are set-up. To play or to access the NexGuard secure file, recipients need the personal security token. Upon access, content is decrypted and watermarked with the security token ID. With the integration of Avid's Pro Tools solution, it is now easier than ever for the creative industry to use forensic security as early as possible in the content workflow.
- **NexGuard - PayTV:** uniquely watermarks content delivered to individual PayTV subscribers and hospitality TV screens. Whenever PayTV content is accessed or distributed, NexGuard – PayTV embeds imperceptible identifying data into the video in real-time. The product now provides solutions for satellite, cable, DTT and IPTV distribution, supports linear broadcast, VOD, NVOD, Push VOD and in-home re-distribution.
- **NexGuard - Online Media Delivery:** Exciting new functionalities allowing high-speed and high-volume audio and video watermarking in the compressed domain for online media delivery. NexGuard – Online Media Delivery now supports multiple formats, including H264 with AAC audio in a MP4 container, MP3, AAC, WAV and audiobooks.

Other products and services exhibited at IBC 2009 include:

- **NexTracker - Audience Measurement:** takes benefit of an audio watermarking technology, imperceptible to consumers, that is reliably detected to enable automated measurement techniques.
- **NexTrigger - Interactive Triggering:** allows content to be identified on the fly, triggering content linked to a referenced watermark. A watermark, which is applied every second to media content, can be used to trigger precisely targeted ads and promotional activities. The viewer can for example interact with the ad by retrieving additional information about the product or make a purchase on the spot.
- **NexGuard - Digital Cinema:** widely deployed around the world, Civolution's solutions for DCI compliant digital cinema and for e-cinema watermark both the image and the sound at play-out in digital cinemas, making camcorder copies traceable. Additionally, Civolution provides high-end forensic watermarking for delivery of masters to the cinema.
- **Teletrax - Broadcast Monitoring:** enables video content owners to precisely track and monitor where, when and how their content is being aired. Civolution currently maintains a proprietary network of detectors that monitors over 1,500 channels in more than 60 countries.
- **Civolution Internet Services:** provides a content monetization and internet tracking platform for market intelligence gathering, content filtering, pay-per-use, re-directing and ad-linking services.

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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-out from Royal Philips Electronics combining synergies from Philips CI, Teletrax and Thomson STS. For more information visit: www.civolution.com

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