

**FOR IMMEDIATE RELEASE**

July 21<sup>st</sup>, 2009

## **Civolution acquires Thomson STS watermarking business to create best-of-breed resource for media industry**

Eindhoven, The Netherlands, July, 21 2009 – Civolution, a leading provider of technology and services for identifying, managing and monetizing media content, today announced that it has acquired the Software & Technology Solutions (STS) watermarking business from Thomson (Euronext Paris: 18453; NYSE: TMS).

With this acquisition Civolution will be able to offer a broader and richer portfolio of content identification and tracking technologies to enhance its current technologies, products and services. The combination of the two businesses will generate a unique technology and service solutions provider that will benefit media content owners and distributors in the fast growing market for audio and video content tracking, management and monetization. As a result of this amalgamation, Thomson will become a shareholder in Civolution.

“As an independent company following the acquisition of Teletrax and Civolution’s successful spin-out from Philips Royal Electronics last year, this latest acquisition is a natural next step in the execution of our strategy,” says Civolution CEO Alex Terpstra. “In these volatile economic times, we aim to become the most secure and trusted player in the industry offering our customers unrivalled technical excellence and support. The combination of the Thomson STS team, with its rich heritage as an innovative developer of technologies, and the ground-breaking expertise of the Civolution team, creates a uniquely talented group.”

Thomson continues to be committed to the content identification market and has agreed to enter into a technology collaboration with Civolution to develop new solutions for monetizing content.

Civolution’s lead investor since its spin-off from Philips, Prime Technology Ventures (PTV), has committed to provide the necessary funding, endorsing the company’s strategy to build further on its position as a leader in content identification technology and services in the media industry. “We are delighted to support Civolution with this next strategic step to industry leadership, in line with PTV’s investment strategy,” says Sake Bosch, founder and managing partner at PTV.

The integrated Civolution business will be exhibiting at the upcoming IBC 2009 conference in Amsterdam, The Netherlands (September 11-15), booth 5.B18.

**For more information:**

Floris Maassen  
Marketing manager  
Civolution  
Tel: +31 40 4100207  
[floris.maassen@civolution.com](mailto:floris.maassen@civolution.com)

David Bramley  
Platform PR  
Tel: +44 (0)20 7486 4900  
[david@platformpr.com](mailto:david@platformpr.com)

**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, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics.

For more information visit: [www.civolution.com](http://www.civolution.com)

**About Thomson**

Thomson (Euronext Paris: 18453; NYSE: TMS) is a worldwide leader of services to content creators.  
[www.thomson.net](http://www.thomson.net)

**About Prime Technology Ventures**

Prime Technology Ventures is a leading venture capital firm focusing on investing in European companies in the information technology and related industries and leverages its capital, experience and contacts to actively guide them into global category leaders. The firm has invested in companies in the Benelux countries, United Kingdom, Finland and Sweden. From its offices in Amsterdam and Cambridge the independent partnership manages over 270 million euro in committed capital.

For more information visit: [www.ptv.com](http://www.ptv.com)