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MSTAR INTEGRATES CIVOLUTION WATERMARKING TECHNOLOGY IN CHIPSET

Eindhoven, The Netherlands, September 11th 2009 – Civolution, a leading provider of technology and services for identifying, managing and monetizing media content, today announced that MStar Semiconductor Inc. is the first Semiconductor manufacturer to offer a hardware integration of Civolution's NexGuard – PayTV forensic watermarking core into its MSD3A11 chipset.

“The hardware integration of NexGuard - PayTV technology in MStar's MSD3A11 chipset evidences Civolution's commitment to make this technology available in the most efficient and flexible way” said Alex Terpstra, CEO of Civolution. “By making each illegal content copy traceable, further critical protection is offered to content owners, making them more comfortable to grant premium content in an early window and provides greater financial opportunities for all stakeholders”.

Using Civolution's NexGuard - PayTV solution, the recently re-branded solution originally known as VTrack and part of Civolution extensive range of forensic watermarking products, MStar's chipsets embed a unique watermark into video material in real-time each time a program is viewed. By adding the unique watermark to the video, content copies become unique, enabling the identification of any potential misuse. With its extremely small footprint, NexGuard – PayTV requires very little overhead on the chipset. Yet, the solution is highly robust and is designed to survive camcorder-capture and subsequent degradation of the content for internet usage. NexGuard – PayTV offers additional content protection complementary to conditional access or other forms of digital rights management on all device outputs. The solution is available in hardware or as a software library, compatible with satellite, cable, DTT and IPTV distribution, and supports linear broadcast, VOD, NVOD, Push VOD and in-home re-distribution.

“We are delighted to be working with Civolution and be one of the first chipset manufacturer to integrate the NexGuard - PayTV core into Silicon,” comments Philippe Notton, Director of STB of MStar.. “The media industry is increasingly suffering from piracy and needs to find new ways to monetize content. With this solution we can now offer our customers an extra layer of protection, making viewing of early-release and HD content safe and secure.”

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

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

About MStar

Mstar is a leading provider of solutions for digital TV. Headquartered in Taiwan, with R&D centre's worldwide, and marketing in Europe.

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