

## Pre-release distribution

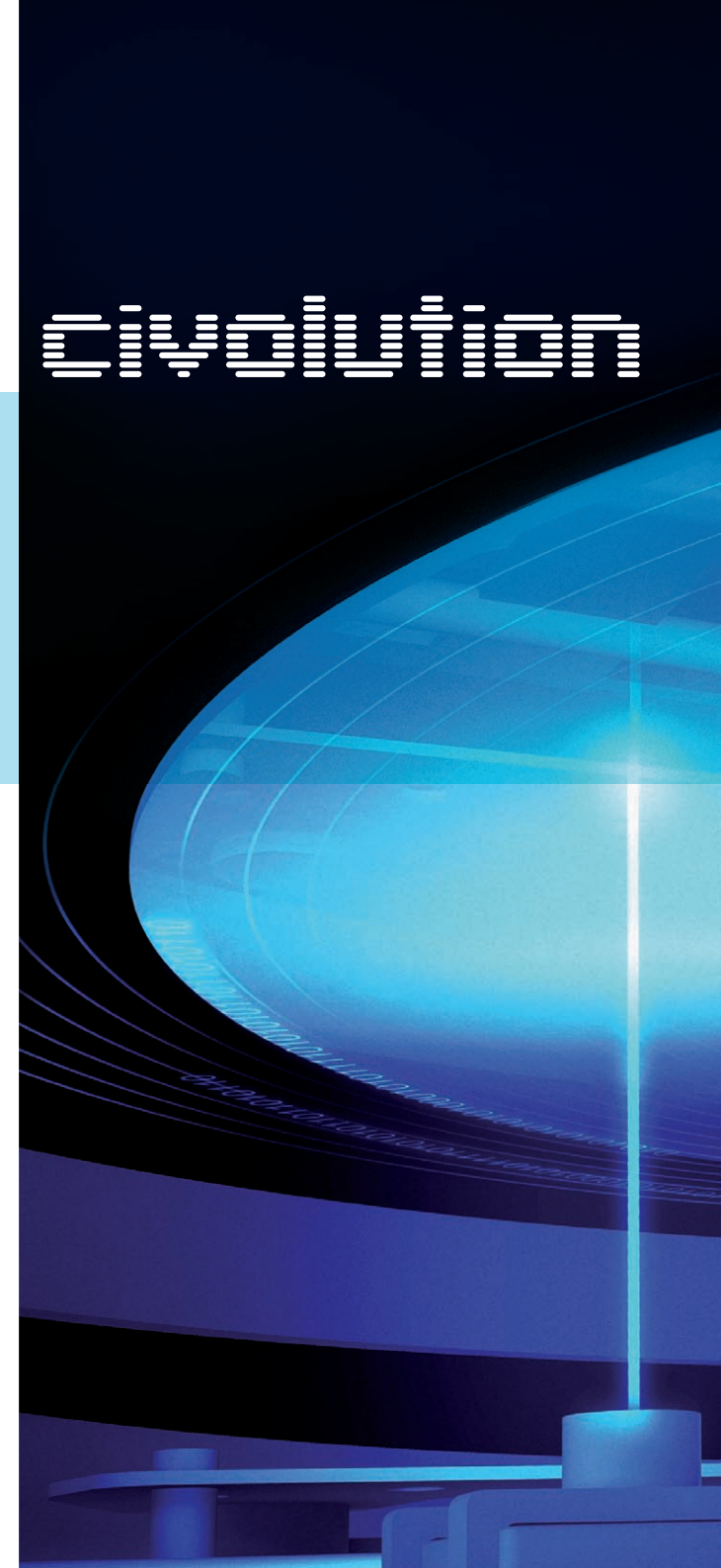
# NexGuard - Pre-release

### CHALLENGE

A growing number of illegal copies of movies, TV shows and music are becoming available on the internet, P2P networks and news groups in the very early stages of the content life cycle. This often occurs even before premiering or first airing of the new series or music releases. Leakage in the content production workflow or distribution process creates a serious commercial risk and potential loss of revenue.

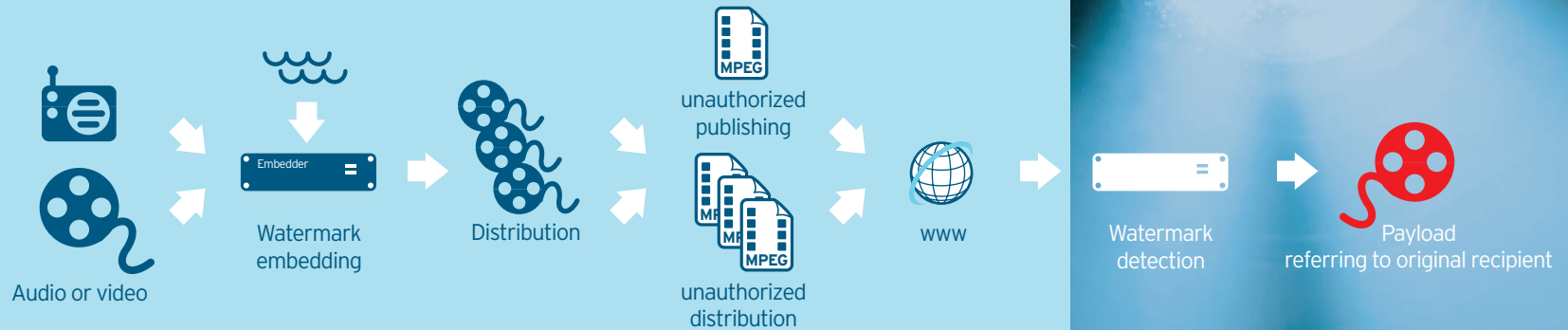
### SOLUTION

NexGuard - Pre-release is specifically designed for the (post)-production environment, making distribution of audio and video content traceable and secure. Whether the content goes to post-production houses for dubbing, circulates for review, is accessible for preview, or distributed for end-user delivery, the NexGuard - Pre-release forensic marking solution provides enhanced content security. The versatile and scalable system 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.



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### BENEFITS

- Deterrent against content piracy
- Traceability for security leakage in post production, pre-view and distribution, TV content repurposing
- Scalable turnkey solutions for file, tape and DVD duplication workflows
- Integrated into products for format conversion e.g. Digital Rapids, Grab Networks, Rhonet, Telestream, Root 6
- Imperceptible and robust watermark for audio and video
- Survives processing to formats commonly used for circulation of content on the internet, P2P networks and newsgroups
- Distributed workflow management, payload management, meta data management
- Supports file formats commonly found in Pre-release workflows such as HD, SD and dual link HD
- Camcorder proof versions available

### 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, and technology solutions for Audience Measurement. 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 PLEASE VISIT: [WWW.CIVOLUTION.COM](http://WWW.CIVOLUTION.COM)