




Introduction to Company, Markets and Products

January 2010



The Pay-TV Future



**The TV they want,
when they want it,
where they want it**

Paradigm Shift To "IPTV" ...

IP provides low-cost ubiquitous standards, unifying delivery of video and applications for telco, cable and satellite operators

Providers

Past Environment

Cable Companies

Devices

Set-top-boxes
Televisions

Services

Television Channels
PPV

**IPTV
Enables**

Present Environment

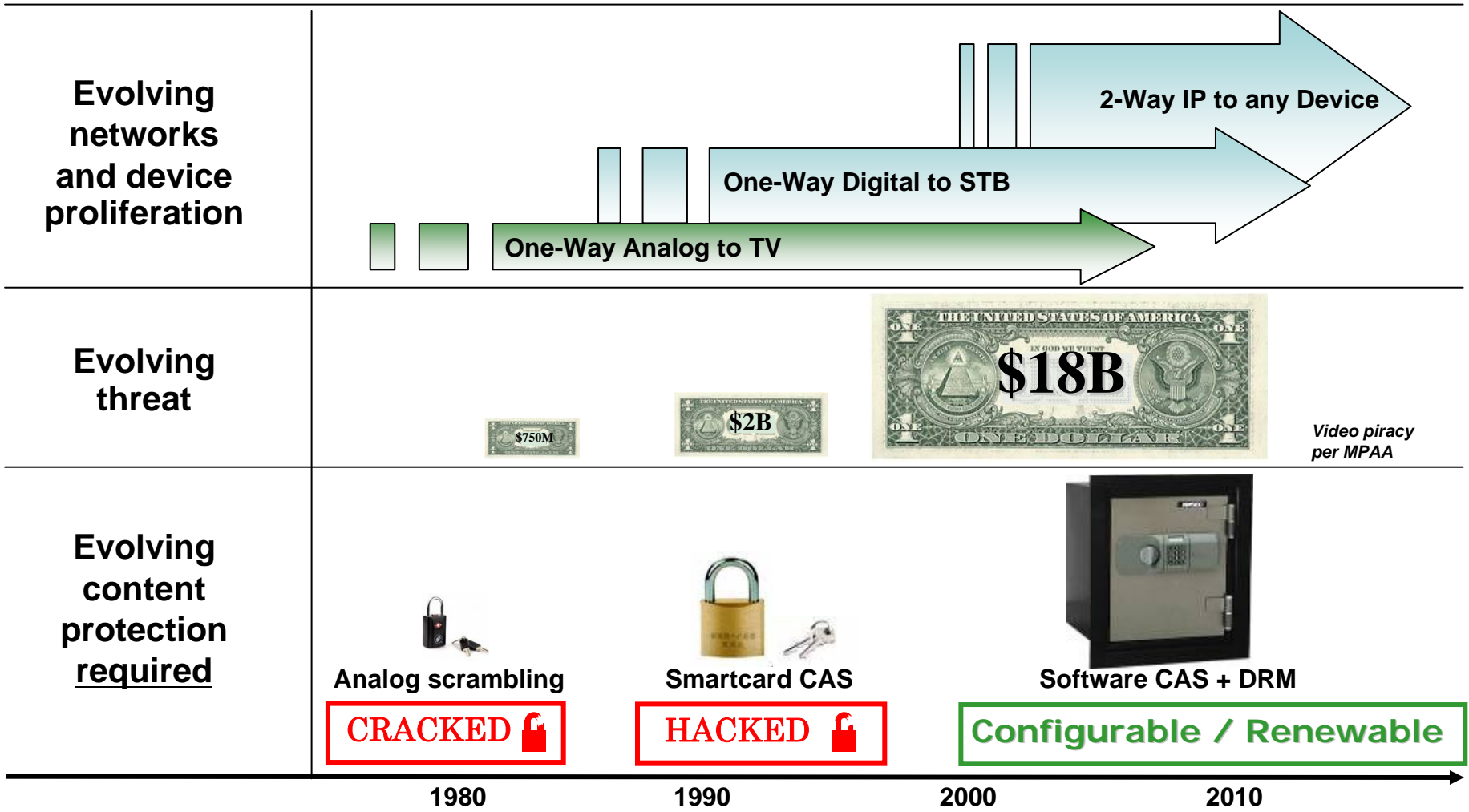
Telephone Companies
Cable Companies
ISPs
Mobile Operators
Satellite Providers
"Over-the-top" Services

Set-top-boxes
Televisions
PCs
PMPs
Cell Phones

Television Channels
PPV
VOD
Place-shifting
Gaming
VoIP

...Creates the Need for Advanced Content Security

The same device and network trends that enable advanced applications and services also enable piracy



Verimatrix Snapshot



Founded 2000

Headquarters San Diego, Calif., with satellite offices in Atlanta, Boston, Beijing, Singapore, Amsterdam, Paris, Nice, Moscow

Employees 70+ (16 in global sales and support offices)

Customers 250+ operator customers in 35 countries, including 18 Tier 1's and 2's – protecting more than 10 million screens

Partners Over 100 ecosystem channel & integration partners including Ericsson, IBM, Motorola, Nokia Siemens Networks and Thomson, representing over 95% of total supplier base in the IPTV market

Investors Goldman Sachs, Mission Ventures, Crescendo Ventures, Cipro Partners, JK&B Capital & SunAmerica Ventures



CRESCENDO
VENTURES



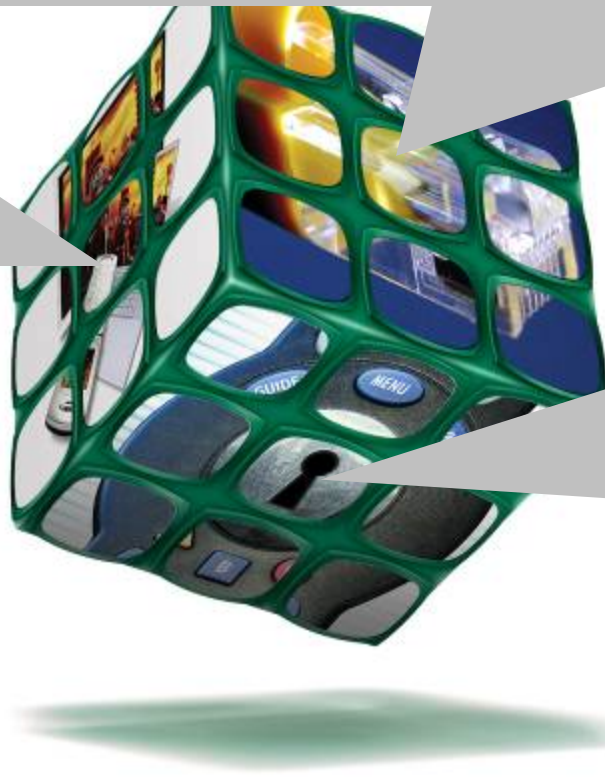
CIPRO PARTNERS



"3-Dimensional" Security

Network Dimension – beyond broadcast, cable, telco, mobile network distribution silos, leveraging advantages of proven IP technologies

Device Dimension
Portability & transparency with network-centric key management for flexible mix of devices



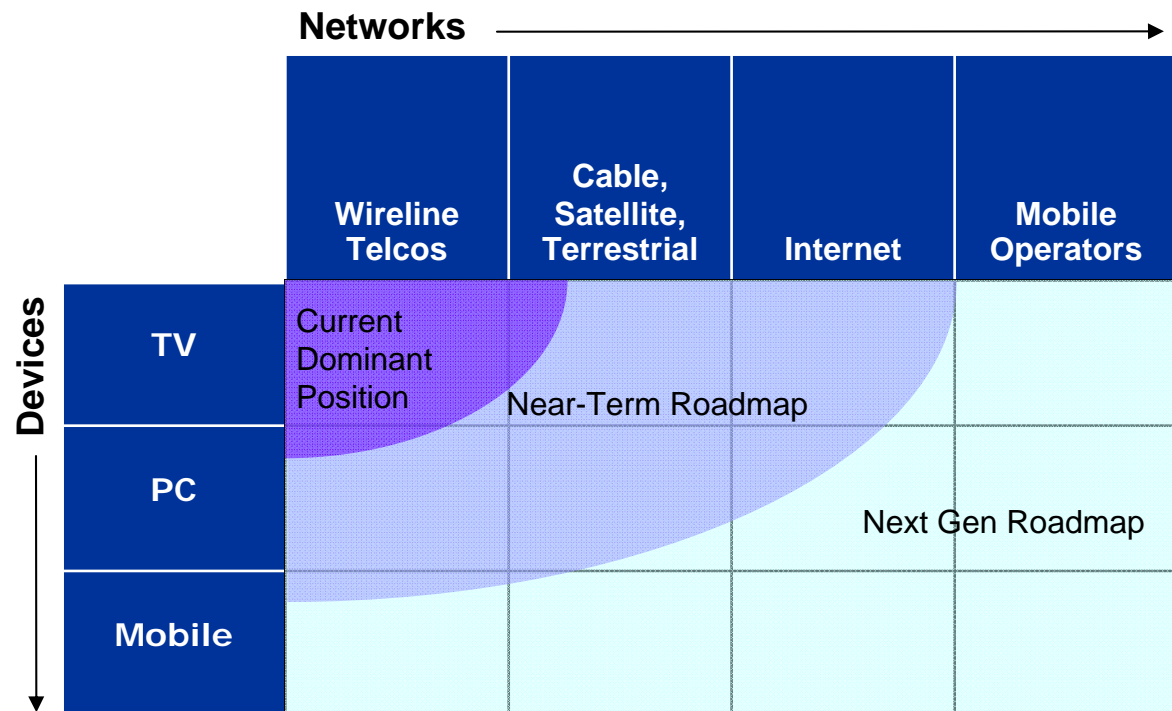
Protection Dimension
Multi-layer security to enable rich business models, copy traceability and combat theft of service

Strategy

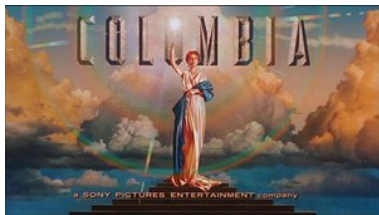
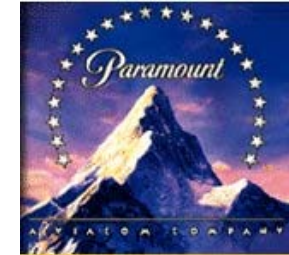
Verimatrix is positioned to protect and enhance all of Digital TV

- 1) Consolidating its lead position in TelcoTV segment**
- 2) Expand into new customer segments (Networks & Devices) by leveraging existing customers, partners, and technologies**
- 3) Expand into security-enabled applications/services**

- **Any Screen**
- **Any Network**
- **Any Threat**



Established Content Relationships



Independently Recognized



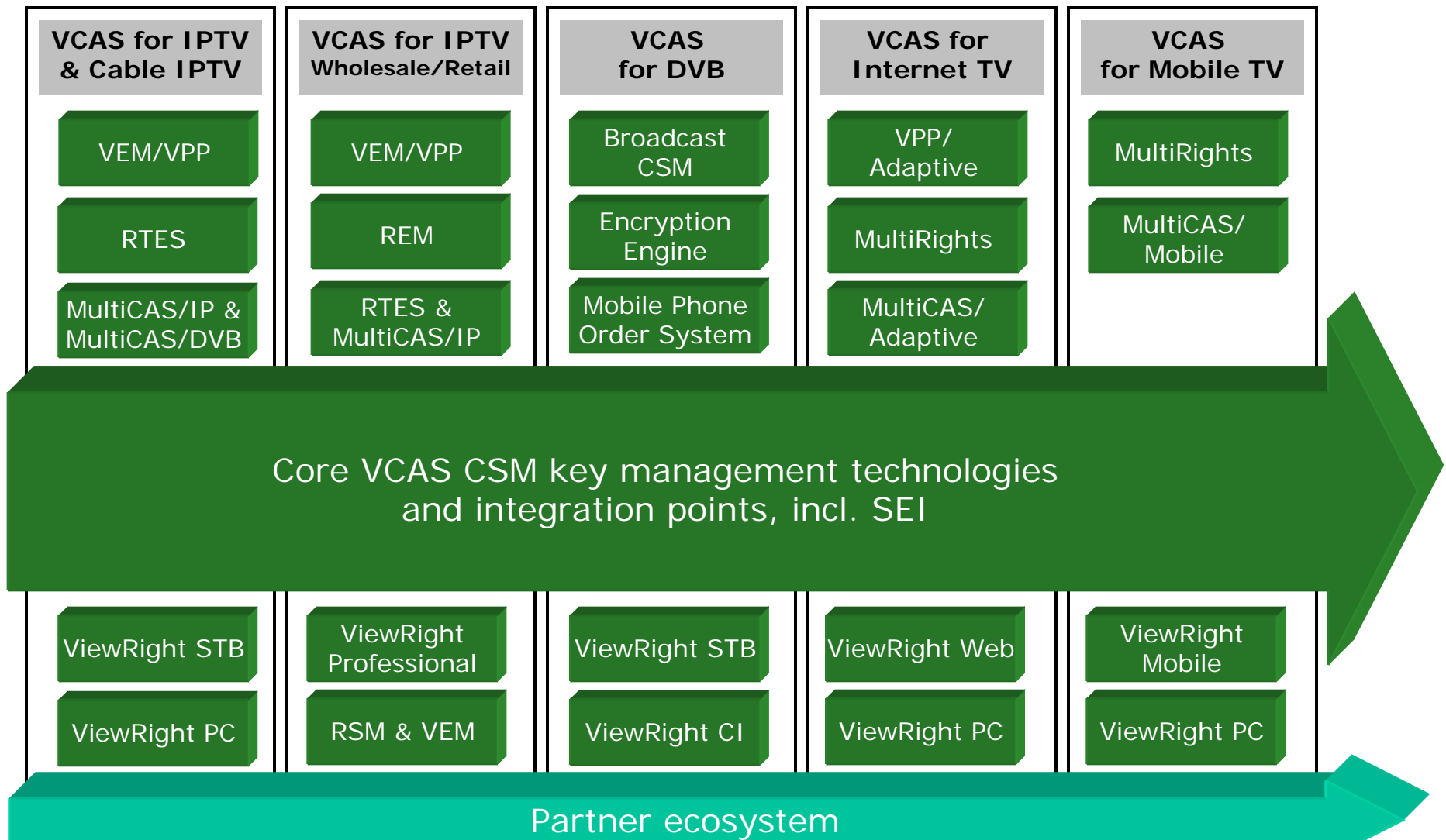
Repeatedly recognized by partners, press and analysts

- Seven consecutive times named global #1 in IPTV content security
 - 9/06, 3/07, 10/07, 4/08, 9/08, 3/09 and 10/09 by MRG group
- InfoVision 2007 and 2009 awards for advances in Content and Entertainment
- CSI winner 2009 for Best Content Protection Technology
- Named current and future market leader by TelecomView
- Best IPTV Content Protection/Rights Management Solution: IPTV World Forum 2007
- Outstanding Emerging Growth award 2007: AeA High Tech
- Most Innovative Product, VideoMark: Connect 2006



CSM+ Strategy for Market Solutions

Multi-screen, Multi-network Revenue Security



VCAS Core Architecture

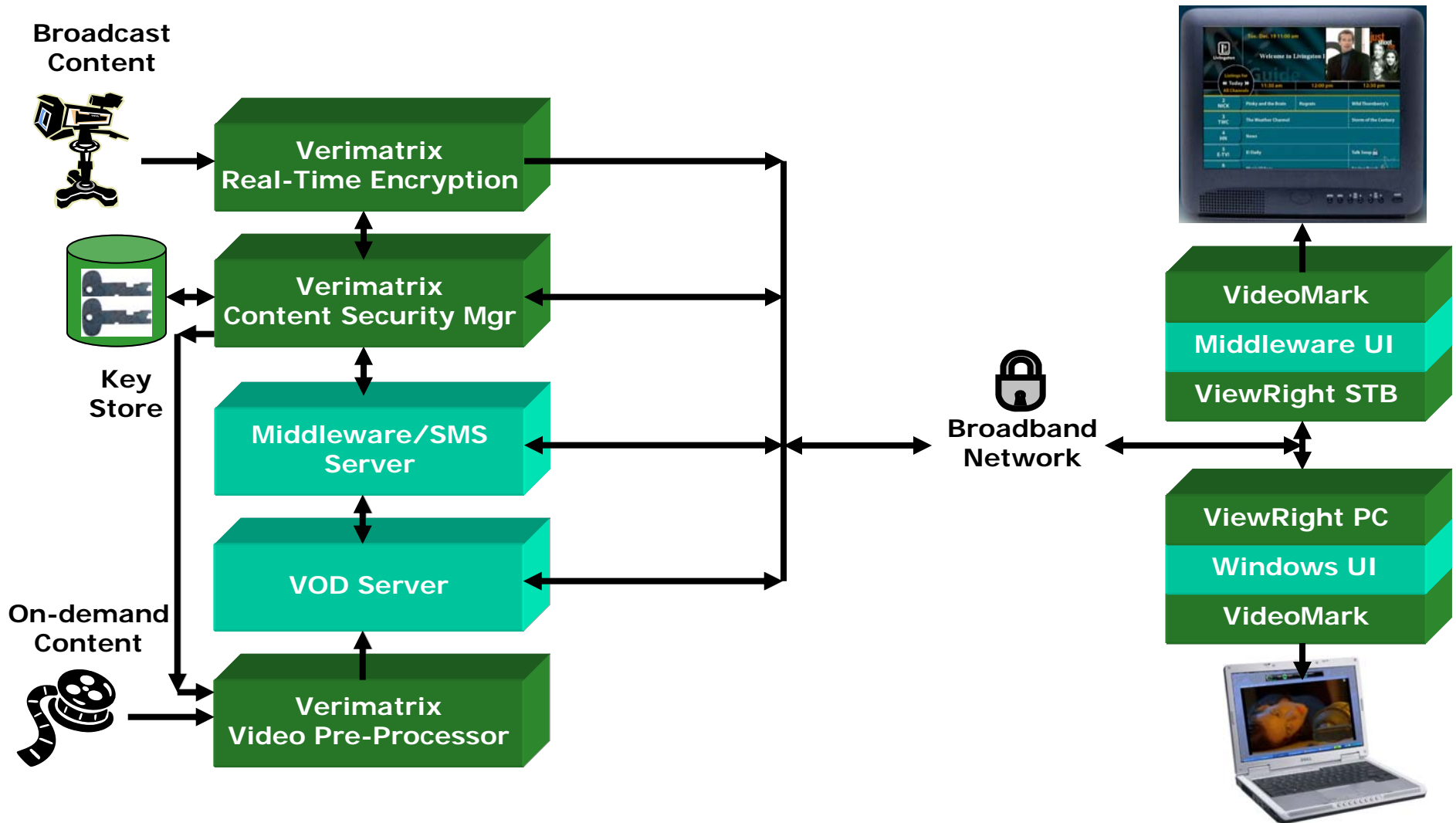


Trusted IP Security Technologies

- VCAS based on proven Internet open standards
 - Two-way optimized, software-based architecture
 - Authentication with PKI and X.509 digital certificates.
- All major codec standards supported
 - MPEG-2, MPEG-4/H.264, VC1, DivX, MP3 Audio, etc.
 - SD and HD formats
- Flexible administrative GUI
- Comprehensive SNMP network management
- Vast partner ecosystem and choice of components

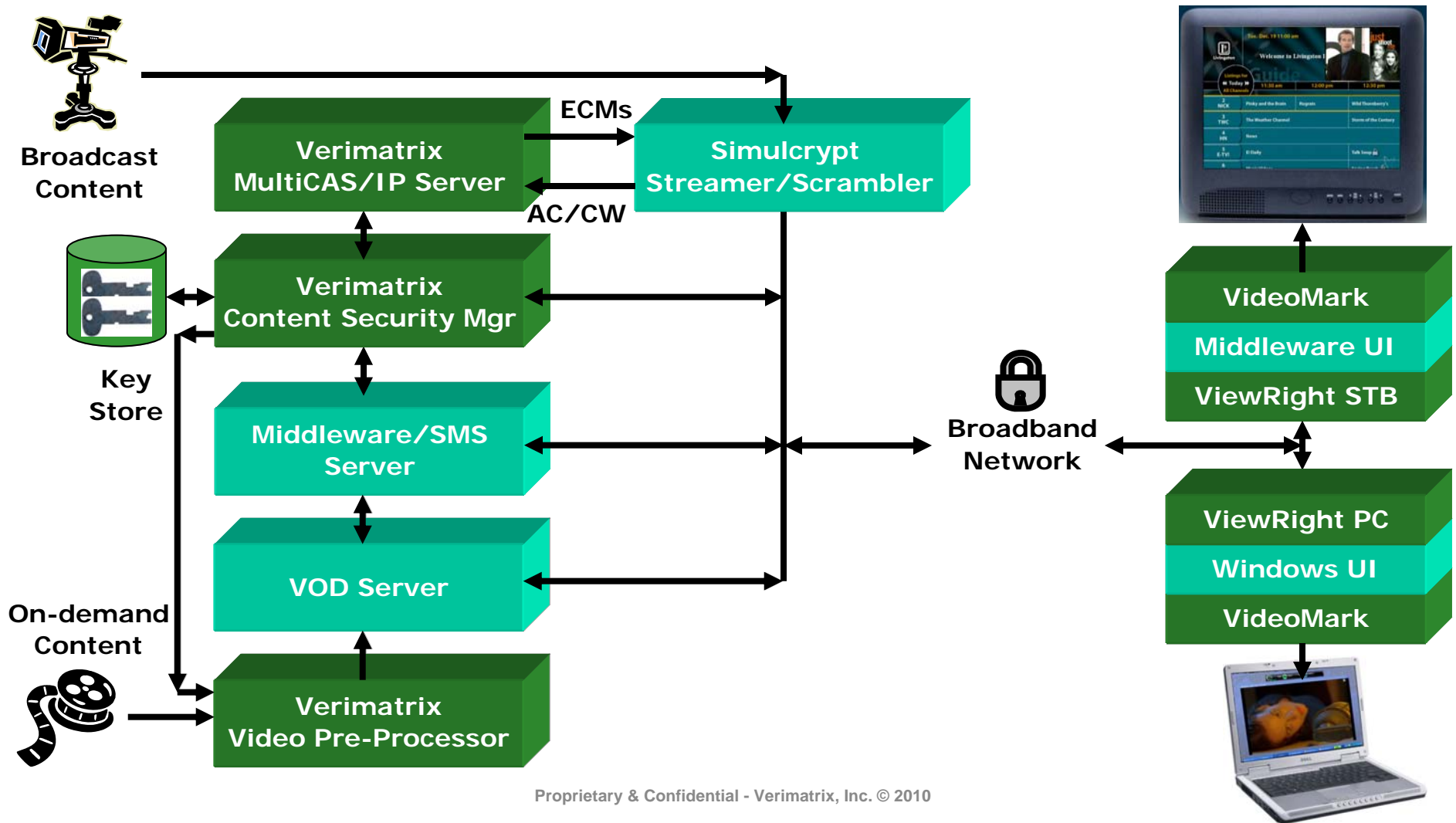
VCAS for IPTV

Full Broadcast and VOD Security



VCAS for IPTV

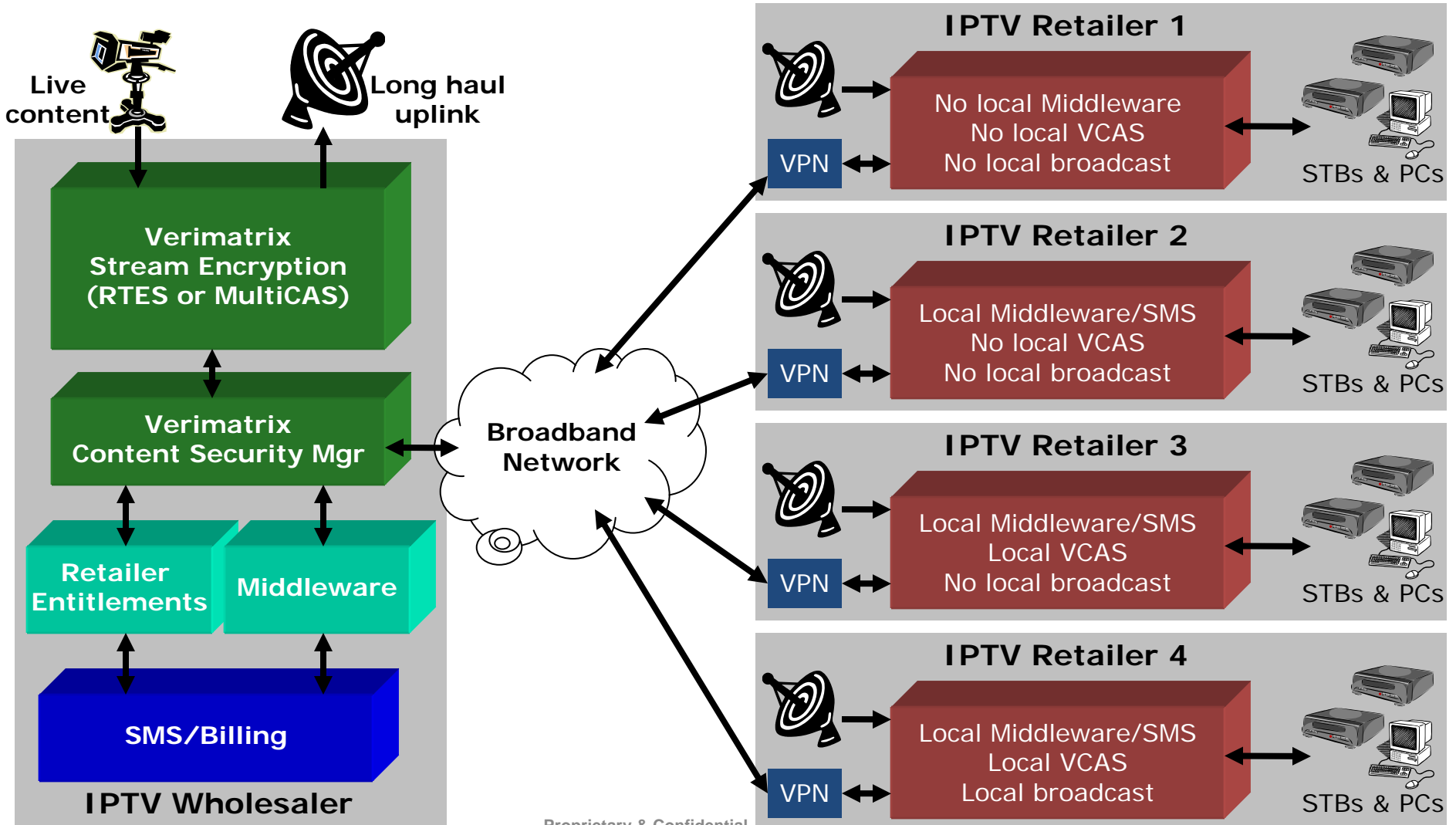
Full Broadcast and VOD Security – DVB Simulcrypt



IPTV Wholesale/Retailer Support

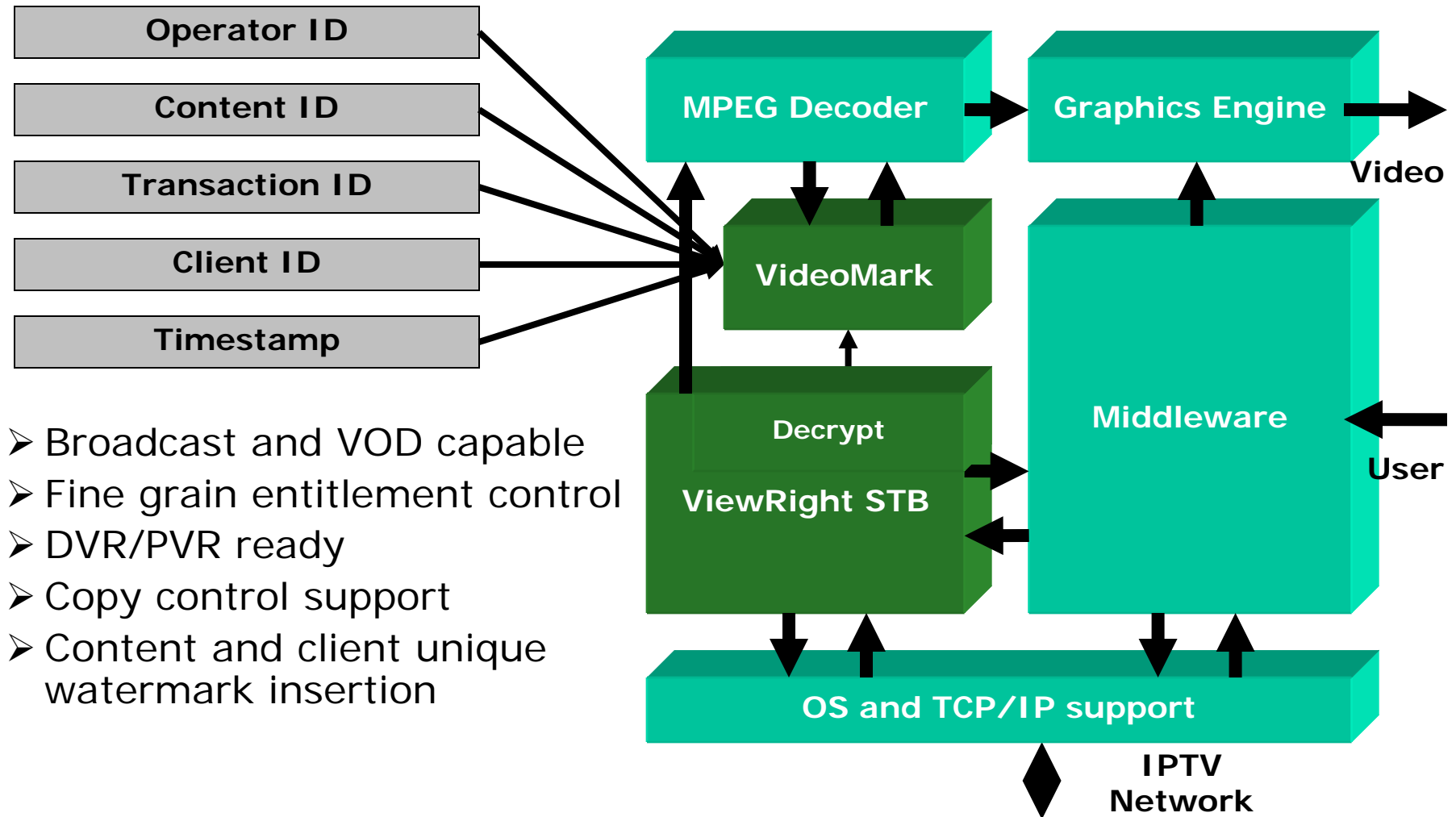


Flexible Service Provisioning with Local Options



ViewRight STB with VideoMark

User Specific Forensic Marking of Video Content



ViewRight PC with VideoMark



RTSP, HTTP VoD



Multicast streaming



Local/network files

Secure Decoder Core

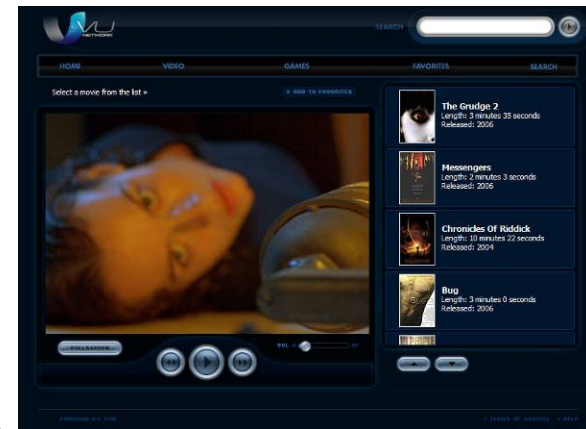
VideoMark

MPEG Codecs

ViewRight Core

Source Filters

ActiveX or SDK UI integration



Re-skinnable UI

VCAS for Cable IPTV

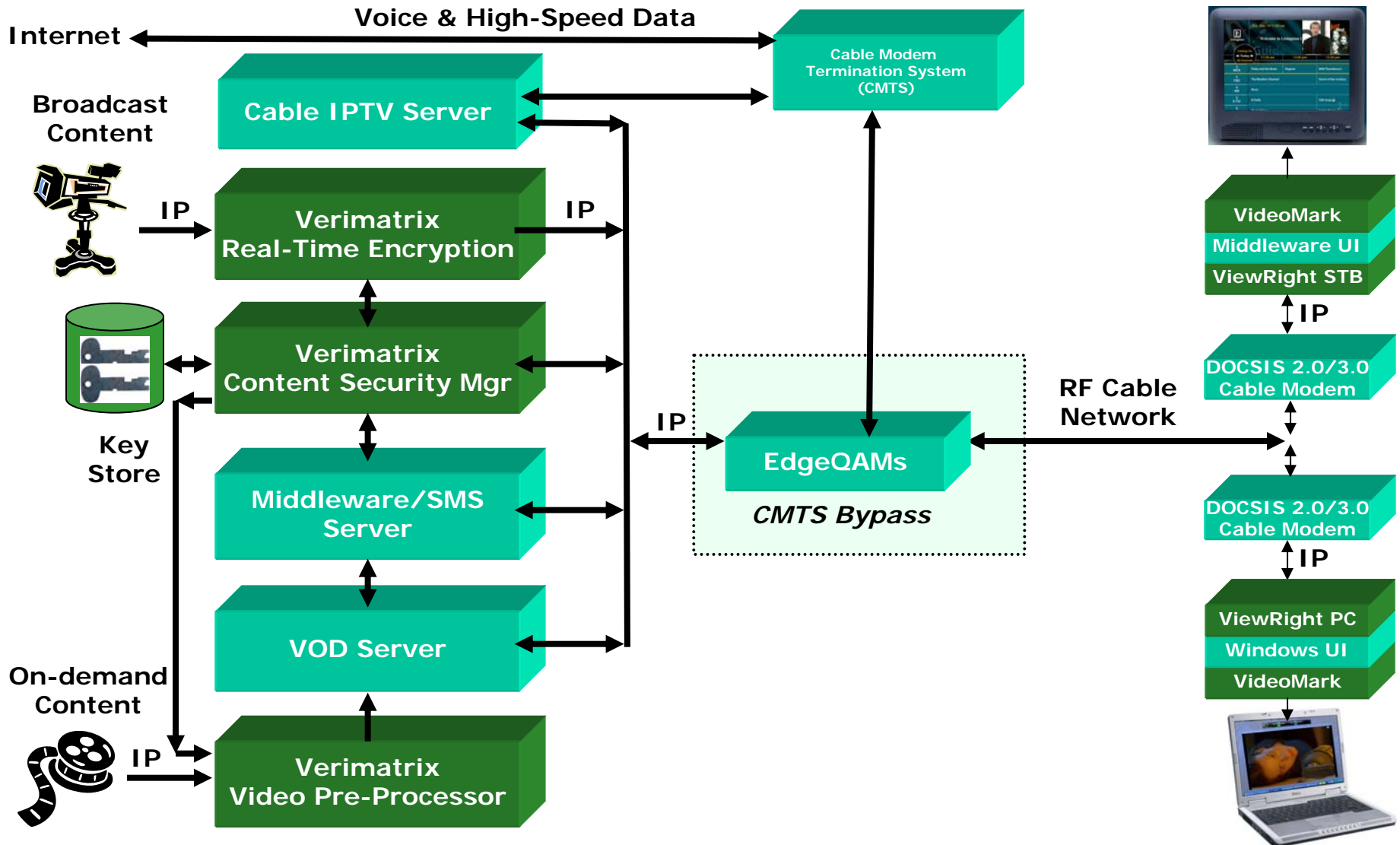


Enables and Secures IPTV Services over Cable Plant

- Pre-integrated CMTS Bypass solution
 - edgeQAM concept lets video bypass the CMTS
 - CMTS handles voice and high-speed internet
 - Compatible with DOCSIS 2.0/3.0
 - Alternative to using DVB-C
- VCAS for Cable IPTV = VCAS for IPTV
 - SW-based VCAS head-end and client products
 - Proven in 200+ deployments
 - Best-of-breed edgeQAM, middleware and VOD partners and wide choice of IP-STBs and DVRs
 - U.S.: Fulfills FCC mandate for separable security

VCAS for Cable IPTV

Securing IPTV over Cable Networks



VCAS for DVB



High-end Broadcast Security in Cost Effective Format

- **Flexible pay-TV business models**
 - Pay-per View, Pay-per Time, Token-based Impulse PPV, Push VOD + advanced self-provisioning options

- **Choice of SW- and HW-based Client Security**
 1. **Software-based client**
 - No return channel, no smart card

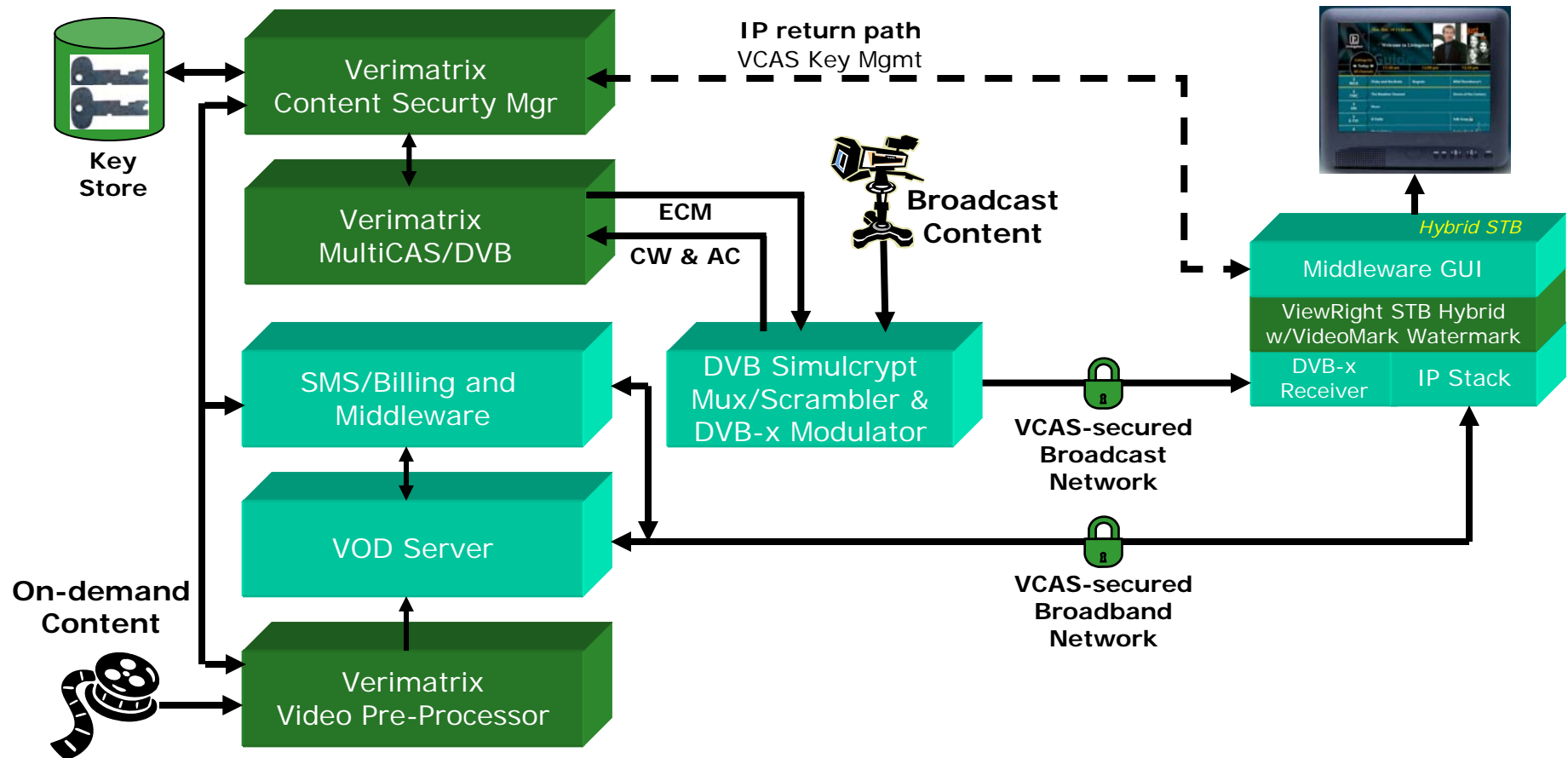
 2. **Secure SoC client**
 - Leveraging set-top box SoC security features

 3. **Hardware-based client**
 - Removable security

- **Efficient form factor: 1-500K STBs in 2 RU**

VCAS for DVB – Hybrid Networks

Software-based Hybrid Solution



VCAS for Mobile TV

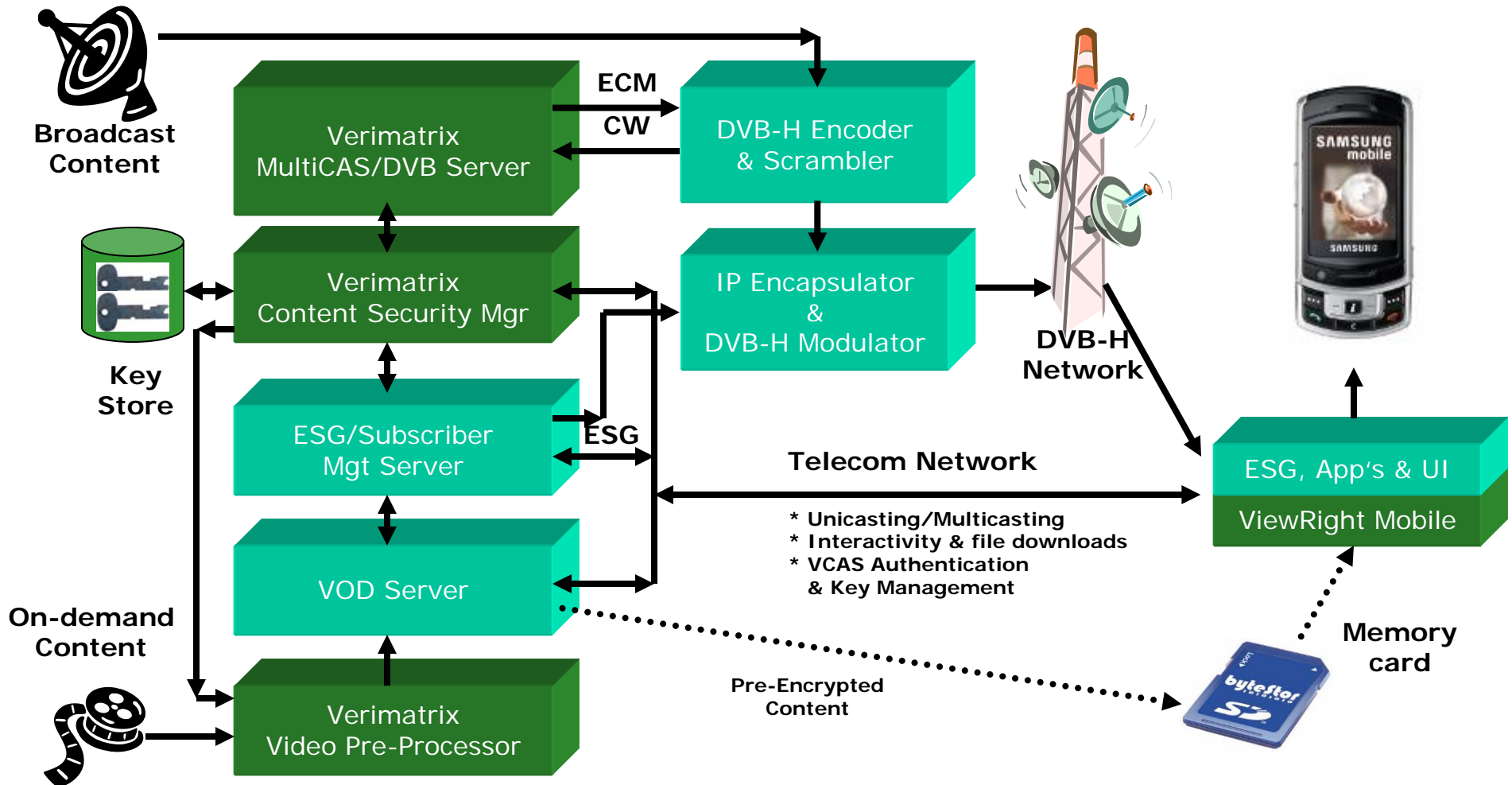


Common core – Proven Content Security Technology

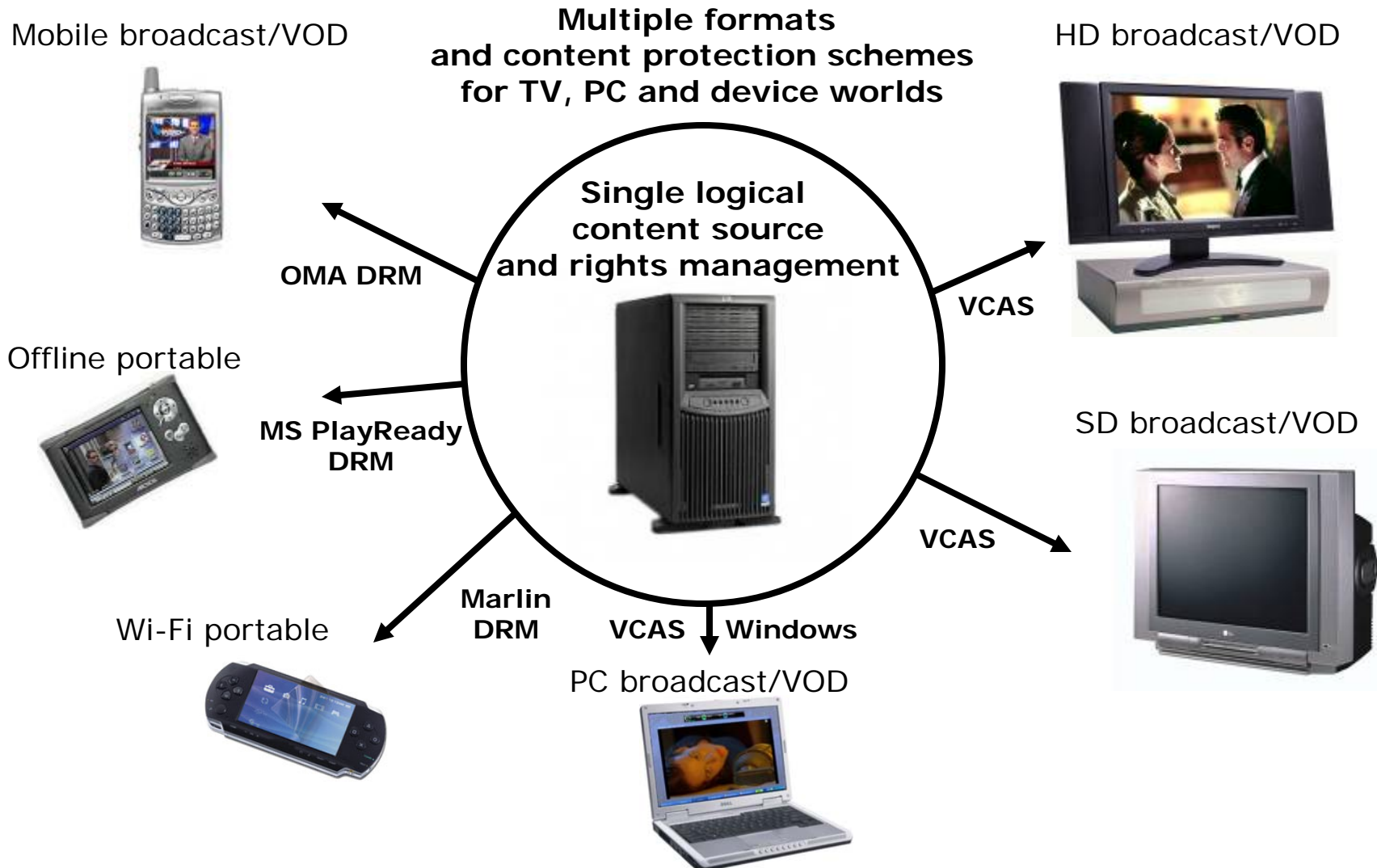
- Superior to SIM-based CA - No card piracy, no swaps
 - Downloadable + Regular code renewal
- Easy client installation - Multiple OS support
 - Windows Mobile, Symbian, Linux
- Proven in IPTV and DVB Hybrid deployments
 - VCAS Content Security Manager
 - 100% Software-based content security
- Additional components:
 - MultiCAS/Mobile – Simulcrypt in mobile TV head-ends
 - ViewRight Mobile – Client module for mobile TV devices
 - MultiRights – Cross-platform, Cross-format Rights Mgmt
 - Authentication and Key Management over 3G/WiFi/WiMax

VCAS for Mobile TV

Broadcast + Streaming Solution Single Content Authority for Multiple Network Support



MultiRights™ Distribution



HTTP Adaptive Streaming for OTT PC and Mobile Devices

- Verimatrix product focus on supporting HTTP adaptive streaming for Internet TV and mobile streaming
 - Adhering to the “HTTP Live Streaming” format defined for the Apple iPhone and iPod Touch (OS 3.0)
 - Submitted to IETF as proposed standard

- Adaptive streaming technology is well suited to Over-the-top (OTT) Internet TV and mobile telecommunications networks
 - No need for guaranteed QoS unlike managed IPTV/DVB networks
 - Bit-rate/video quality automatically adapts to varying channel conditions and available bandwidth
 - Scales from low resolution mobile devices to high-resolution, high-value content

Verimatrix Customer Care



Customer Care - Microsoft Internet Explorer



File Favorites Tools Help

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http://www.verimatrix.com/customer-care/index.php

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Verimatrix Customer Care Portal

Verimatrix is committed to providing 24x365 support for our customers worldwide. To review our knowledge base, open a support case or follow-up on a previous case, please enter your username and password below to log into our Verimatrix Customer Care Portal. If this is a system emergency, please call the Verimatrix 24-Hour Customer Care Hotline:

+1 (800) 574-3856 (Toll-Free In USA & Canada)

+1 (858) 764-5300 (International)

Username:

Password:

If you do not have a Customer Care Portal username and password, or if you have forgotten your credentials, contact Verimatrix Customer Care at customer-care@verimatrix.com to have them reset.

Behind the Products 24x7x365 Customer Care



Setup · System Log · Help & Training · Logout

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Middleware
[Mrio](#) [Minerva](#) [Proprietary / Other](#) [Kasenna](#) [Orca](#)...

Set-Top Boxes
[Amino 110](#) [Amino 110H](#) [Amino 130](#) [Amino 500 PVR](#) [Entone Hydra](#)...

Frequently Asked Questions (FAQ)

Video Streamers
[Kasenna](#) [SkyStream](#) [Tandberg](#) [Tut Systems](#)

Troubleshooting

VOD Servers
[C-Cor / InCube](#) [Entone Ingest Gateway](#) [Harmonic Streamliner](#) [Kasenna Mediabase](#) [Sun StreamStar](#)...

Release Notes

Uncategorized

Solution Views

View: Recently published [Edit](#) [Create New View](#)

Recent Solutions

Solution Title	Solution Number	Status	Author Alias
Can I test a STB or ViewRight PC Player with a hosted VCAS server?	VMS-00000169	Reviewed By Customer Care / Published	Kevin

➤ Email customercare@verimatrix.com

➤ FTP sample files to <ftp.verimatrix.com>

➤ Submit/review tickets on <http://www.verimatrix.com/customer-care/index.php>

➤ Call the Customer Care Hotline - 24/7 Worldwide Telephone Support

Why Verimatrix?



Securing Content, Enhancing Entertainment

- Trusted technology
 - Unquestioned content security, independently audited
 - Widest deployed system in Tier 1 operators globally
- Efficient implementation
 - IPTV, DVB Hybrid and DVB Broadcast from one source
 - Smooth scaling from small to large deployments
 - Network overhead minimized by design
- Flexible deployment
 - Broadest range of HW and SW ecosystem partners
- Ready for the future
 - Multi-network and diverse client roadmap
 - Industry leader in user-specific watermarking



Thank You

Contact Information:
+1 858 677 7800

www.verimatrix.com

