



FOR INTERMEDIATE RELEASE

Netris Launches End-to-End OTT Solution Protected by SecureMedia's Award-winning Encryptonite ONE™ System

Netris' newest addition to the IPSoft™ Interactive Digital TV family addresses the demand for monetizing and distributing premium entertainment on PC devices

Spotlight IPTV Forum Eastern Europe, Prague – 21 OCTOBER 2009 – SecureMedia, the technology leader in open content protection software for secure video and multimedia delivery over IP networks and Netris, a leader in software development and integration for IP communications today announced the latest addition to the IPSoft™ Interactive Digital TV family that provides an end-to-end cutting-edge solution for secured multimedia delivery over Internet.

Combining the power of three unique yet proven software products: IPSoft™ iStream Video Server, IPSoft™ iVision PC Solution and the Encryptonite ONE™ CA/DRM System, streaming or downloaded content can now be securely delivered to broadband-connected PCs, enabling content-providers and operators to reach more internet users and generate additional revenue.

IPSoft iStream Video Server provides the streaming and downloading mechanisms while IPSoft iVision PC Solution is a part of Netris' SDP that generates user interface and provides service management. SecureMedia's Encryptonite ONE™ System provides the highest levels of digital content security for video distribution in the open Internet environment.

"This solution is designed 'by the industry for the industry' and provides encrypted content delivery (VoD and other top services including Progressive Downloading features) both within operator network and over broadband Internet", says Alexey Bugay, CEO at Netris. "Its main advantage is that it can be considered as a ready-to-use e-shop model for selling content with security guaranteed by SecureMedia's advanced content protection system. Now, operators and content providers have an opportunity to attract subscribers from all over the world and use this new e-shop model to increase revenue."

"The strategy and timing is right for Netris with the Multimedia Research Group (MRG) predicting that global over-the-top video services will exceed \$11 billion (USD) in 2012," said Fred Ellis, COO of SecureMedia. "This new offering will allow operators to easily establish a new wave of revenue-generating video portals while offering consumers the ability to enjoy entertainment anywhere."

Netris and SecureMedia continues to enjoy a long lasting and productive partnership resulting in successful IPTV deployments at large carriers and service-providers such as JSC Kazakhtelecom in Kazakhstan and Rosmedia (Rostelecom) in Russia.

About Netris

Netris (www.netris.tv) is a leader in IP-communications software development and systems integration. Netris is focused on development of IPTV and Banking Intelligence solutions under the IPSoft trademark.

The basic Netris customers are telecommunication companies and banking institutions that try to improve their efficiency by using high technologies: Kazakhtelecom, Central Telegraph, Comstar-UTS, Metalloinvest, Comstar-Ukraine, Ukrtelecom, Rosmedia and other Russian and CIS service providers, and large Russian banks.

About SecureMedia

SecureMedia is the world's most experienced provider of proven open platform content protection software for the delivery of video-on-demand, IPTV, multimedia, music and other digital content over cable, satellite and broadband IP networks. Recipient of the industry's two highest awards for best content protection; the IPTV World Series Award and the TelcoTV Visions Award, SecureMedia was the first company to introduce the Hollywood studios and leading broadcasters to the advantages of software-based content security systems. Founded in 1996 and headquartered in Boston, Massachusetts, USA, SecureMedia enables "Entertainment Everywhere!™" by delivering innovative digital media content security solutions including the popular Encryptonite ONE™ System CA/DRM software suite, the eONE™ Virtual Set Top Box for PC and MAC, the eONE™ PC Media Player and comprehensive software developer kits for IP-supported devices. More information at www.securemedia.com

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