

PRESS RELEASE



SAMSUNG LYNK™ DIGITAL RIGHTS MANAGEMENT SYSTEM EMBEDDED INTO NEW ANEVIA FLAMINGO HEADEND PLATFORM

Paris, France, September 14, 2015 – After almost a year of numerous successful field implementations, Anevia is proud to announce that the Samsung LYNK™ digital rights management system has been embedded as an available feature in its new 3.6 firmware. Anevia and Samsung Electronics offer a significant advance in digital rights management to existing and future Anevia customers. This latest technical partnership will result in the Samsung Electronics' LYNK™ DRM solution being available to all existing and new Anevia IPTV head-ends.

"This new venture enables us to offer one of the most versatile IPTV head-end solutions available anywhere in the world, implementing Samsung Electronics' LYNK™ DRM encryption," says Anevia co-founder and CTO Damien Lucas. "The combination of our respective technologies offers hospitality network managers an efficient and cost-effective way to maintain the security of premium high-definition content, such as cable, satellite and video on demand programming. This new capability becomes a fully integrated option within Anevia software.

"A significant advantage over existing DRM technologies is that Samsung LYNK™ DRM provides protection against stolen encryption keys" stated Samsung's European Display Business Development Director, Damon Crowhurst. "Most industry-standard digital content security solutions require equipment for both the head-end and TV hardware. Because these solutions are hardware-based, resolving issues has been difficult. Additionally, the customer has historically been inconvenienced by the inability to view digital TV content. Being a software only solution, Samsung LYNK™ DRM allows a system administrator to remotely address any issues and restore service quickly and easily."

"Anevia has a very high level of experience in designing and deploying streaming software for live television and video-on-demand solutions" adds Damon Crowhurst "The combination of Anevia's IPTV technology and Samsung LYNK™ DRM system will benefit network operators and customers alike."

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com.

About Anevia

Anevia is a leader in the creation of software infrastructure for the delivery of live television and video-on-demand services. Founded in 2003 by the developers of the VLC media-player, Anevia has pioneered the development of cloud DVR and multiscreen solutions which give television viewers wide freedom of choice in what, when and where they watch. Anevia products are used successfully in markets such as broadcasting, tier 1 and tier 2 telecommunications, and in many private and public companies. Headquartered in France, Anevia is a globally active company with regional offices in the USA and Dubai. More information on our website: www.anevia.com

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