



FOR IMMEDIATE RELEASE

SecureMedia and GoBackTV Announce Joint Customer Win for Secure, Interactive IPTV Over Cable Systems

Triple Play specialist, H & B Communications, Inc. offers its existing cable TV customers expanded IP digital entertainment, protected by the award-winning Encryptonite One™ System CA/DRM

IPTV WORLD FORUM, OLYMPIA, LONDON, UK— 25 March 2009 — SecureMedia, the technology leader in open content protection software for secure video and multimedia delivery over IP networks, and GoBackTV, the innovative supplier of digital video headend and edge solutions announced today the integration of SecureMedia's Encryptonite ONE™ System CA/DRM (conditional access/digital rights management) technology with GoBackTV's award-nominated RetroVue® System that enables cable operators to dynamically and affordably provide subscribers with their own personal television channels. Adopting this innovative "Secure IPTV over Cable" solution is H & B Communications, Inc., a provider of local and long distance telephone, cable TV, Internet, and voice mail services in Kansas, USA. Now H & B Communications can offer their subscribers an expanded digital channel lineup as well as a wealth of IP stream-based personal-TV applications, including Startover, Lookback, time shifting, VoD and network PVR.

"We promised our cable customers that we will be ever vigilant at expanding and improving our entertainment services," said Rob Koch, President and General Manager, H & B Communications, Inc. "Now with GoBackTV's RetroVue System and the content protection from SecureMedia, we can expand our entertainment channels capacity and offer interactive on-demand services to our subscribers without the need for costly infrastructure upgrades. This has proven to be the perfect solution."

The RetroVue System encompasses a suite of versatile components, comprising a high-density edgeQAM, a high ingestion-rate video server, an ASI-to-Gigabit Ethernet IP streamer, HTML-based middleware, and a CMTS-bypass solution for IPTV-over-cable.

"We are happy to have SecureMedia as a partner and with CodeConnect™, their simplified integration development platform, we were able to expedite the addition of the Encryptonite ONE System's robust content security to our MyRV Portal HTML-based middleware," said Dave Baran, president of GoBackTV.

The Encryptonite ONE System, winner of both the TelcoTV 2008 Vision Awards and the 2008 IPTV World Series Award for best content protection is today's proven multi-format, multi-platform CA/DRM software solution that provides the highest levels of digital content security while offering operational efficiencies and extended value. Approved by all major film studios and TV broadcasters, the Encryptonite ONE System allows telcos and broadband operators to acquire distribution rights to the most compelling broadcast channels and VOD programming. Its unique system design features an ultra-light, processor-efficient client that can be deployed on virtually any consumer media appliance to allow ubiquitous secure content distribution on current and future set-top boxes, PCs, portable players and mobile phones. Employing a patented, common encryption scheme for both broadcast and VOD content and through its exclusive EverLock™ process, the Encryptonite ONE System is the only solution available today that enables persistent and efficient protection of content at all times in distribution and storage including in DVR and

nDVR applications. Newest innovations include exclusive platform extensions that allow for selectable digital forensics to track, identify and deter piracy of valued content (IdentiFind™), support for DVB Simulcrypt enabling DVB-T, DVB-C, DVB-S, DVB-H services (SecureCast™), rapid middleware integration to speed time-to-market (CodeConnect™), and configurable security parameters for diverse quality content (TrustAdjust™).

“With the need for improved network efficiency and the ability to offer more dynamic services, cable operators are now recognizing the benefits and advantages of affordable and secure IPTV services over cable”, says Fred Ellis, COO at SecureMedia. “Our valued partnership with GoBackTV now provides cable operators with a ready-to-go, Encryptonite ONE™ System-protected ‘Secure IPTV over Cable’ solution that is efficient, affordable and extremely scalable.”

Both SecureMedia and GoBackTV will be exhibiting at the IPTV World Forum 2009, London, 25 – 27 March: SecureMedia (Stand 358) and GoBackTV (Stand 322). More information at www.iptv-forum.com

About GoBackTV

GoBackTV delivers the digital headend solutions that television service operators need to rapidly introduce, quickly scale, and efficiently support the newest generation of digital video services. GoBackTV's RetroVue suite of products enables operators to cost-effectively support a wealth of stream-based personal-TV applications, including IPTV over cable, switched broadcast, time shifting, VoD, Startover, Lookback, and network PVR. For more information about GoBackTV and its digital video headend solutions, visit www.gobacktv.com.

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 broadband IP networks. Winner of both the TelcoTV 2008 Vision Awards and the 2008 IPTV World Series Award for best content protection, 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, a Cavalier Telephone and TV company, services its global customers with offices in San Francisco, London, Amsterdam, Dubai, Beijing and Auckland aided by representatives in Moscow, Stockholm, Bucharest, Paris, Pretoria, Tokyo, Hong Kong, Seoul, Taipei, Melbourne and others. For more information visit www.securemedia.com.

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