



BuyDRM and IDVIU Sign Strategic Technology Partnership Agreement

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BuyDRM Becomes Exclusive Global Reseller of IDVIU's Developed Technologies including DRM Player SDKs and Screener Platform.

May 3rd, 2018 - Austin, TX USA & New York, NY USA - BuyDRM™, a pioneer in Digital Rights Management (“DRM”) and Content Security Services, today announced that the company has reached a historic strategic technology partnership agreement with their partner IDVIU (formerly Labgency Inc.). Under the terms of the partnership, BuyDRM and IDVIU will expand on their four year-old relationship whereby BuyDRM will become the global exclusive sales and marketing arm for the company’s combined technology offerings.

As part of this agreement BuyDRM will offer IDVIU’s technologies for sale as part of the BuyDRM and KeyOS brands. IDVIU develops the core technologies powering the KeyOS MultiPlay SDKs and the KeyOS MultiScreener and has integrated the KeyOS Multi-DRM Platform into these product platforms. IDVIU will continue to provide R&D of the core device SDKs and screener platform while working with BuyDRM’s customer base to expand the product features and reach within the marketplace. Currently, the two companies have collaborated on successful customer engagements with numerous global media and technology brands around the world through BuyDRM’s business development efforts.

“Four years into our highly successful relationship with IDVIU, it was time to formalize the partnership with this announcement,” said BuyDRM CEO & Founder Christopher Levy. “Moving forward this partnership enables BuyDRM to expand upon our DRM offerings and provide our existing and future customers with world-class technologies to address their expanding needs.”

“Working with BuyDRM to deploy many of the largest names in the media business has been an amazing experience for IDVIU” said IDVIU Chairman and Founder, Rabah Guendouz. “As we continue to evolve our partnership, both companies work to streamline the manner in which media operators can deploy our technologies to address the exploding demand for video content.”

About BuyDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise, transportation and education industries with customers spanning the globe. With 17 years of market-leading experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands.

OTT and IPTV operators, television networks, movie studios, MVPDs, telcos and premium content distributors use the BuyDRM award-winning KeyOS multi-DRM Platform to provide robust content security for their IP video offerings to a variety of connected and disconnected devices. BuyDRM customers include BBC iPlayer and BBC iPlayer Radio, BBC Worldwide, Sony Pictures Entertainment, Sony DADC, Sony Crackle, Sony Pictures Television Networks, Warner Brothers, Showtime Networks, Deluxe, Vubiquity, Cinedigm, SONIFI Solutions, ABC Australia, Limelight Networks, AMC Networks, Telus, Bell Media, Zee Entertainment Enterprises, and Sinclair Broadcast Group.

For more information please visit <http://www.buydrm.com>

ABOUT IDVIU

IDVIU builds many of the underlying technologies that power some of the largest digital media deployments in the world. With development teams in New York, California and France, IDVIU is able to design, develop and deploy crucial technologies for the security, delivery and playback of digital media content in a variety of business verticals and marketplaces.

For more information please visit: <https://www.idviu.com/>