



Sony New Media Solutions Deploys KeyOS MultiKey Server for National Hot Rod Association

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SONY VENUE

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Sony New Media Solutions Deploys KeyOS MultiKey Server for National Hot Rod Association

Industry's First Multi-DRM Server for Linux on ARM 32 & ARM 64

November 11th, 2020 – Austin, TX – BuyDRM announced today that Sony New Media Solutions (NMS) has licensed the KeyOS MultiKey Server for deployment across the Sony NMS Ven.ue Platform. Sony NMS will use the MultiKey Server to deliver premium video content from the National Hot Rod Association (NHRA) at www.NHRA.com.

Sony New Media Solutions' Ven.ue platform provides supply chain and OTT/e-Commerce solutions to power a new era of media consumption. Global brands rely on Ven.ue for one single solution to distribute content to thousands of destinations around the world, enabling their clients to keep pace with evolving consumer demand and emerging multi-channel distribution models.

MultiKey Server has gone through an extensive evolution to modernize the security, scalability and affordability of multi-DRM products for Linux on ARM. This release includes updated support for Linux for ARM 32 and 64 computing platforms. This new edition of the product is targeted with development for the hospitality and travel marketplaces where Linux-based delivery platforms using the cost-effective ARM computing platform are dominant.

MultiKey Server now supports Apple's FairPlay and Google's Widevine DRMs on ARM and additional support for PlayReady on Intel and AMD. This support makes MultiKey Server the ideal platform for remote deployments *en masse* on a variety of craft including buses, trains, airplanes and water vessels. The product can be deployed on ARM compute platforms or in the cloud using Dockers and Windows Server with Intel and AMD computing.

"Working with BuyDRM has enabled Sony New Media Solutions to quickly cover the DRM and device landscapes with one product footprint," said Theresa Alesso, Pro Division President of Sony Electronics. "The KeyOS MultiKey Server provides media operators a one-stop DRM solution that satisfies the studios' security requirements in the cloud."

"BuyDRM's MultiKey Server, in conjunction with Sony's Ven.ue service, allows the NHRA to deliver premium video to our fans and ensure viewers across all devices experience a smooth protected playback experience," said Rob Hedrick, Director of Post Production & Supervising

Producer, NHRA.

“Porting the MultiKey Server to Linux on ARM 32 and ARM 64 required significant investment effort utilizing our team's technical expertise in content protection and cybersecurity to deliver an innovative solution,” said Andrew Popov, BuyDRM CTO. “There are products in the marketplace that comprise a portion of our feature set but lack true robust security and scalability. We solved those problems to the benefit of our clients.”

About Sony Electronics Inc.

Sony Electronics is a subsidiary of Sony Corporation of America and an affiliate of Sony Corporation (Japan), one of the most comprehensive entertainment companies in the world, with a portfolio that encompasses electronics, music, motion pictures, mobile, gaming, robotics and financial services. Headquartered in San Diego, California, Sony Electronics is a leader in electronics for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service. Sony Electronics creates products that innovate and inspire generations, such as the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to industry leading 4K and 8K Ultra HD TVs. Visit <http://www.sony.com/news> for more information.

ABOUT BUYDRM

BuyDRM™ is a leading global provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and hospitality industries. The KeyOS Multi-DRM platform powers many of the largest brands in media and technology. Recently, Frost & Sullivan awarded BuyDRM the 2018 Global Content Protection Entrepreneurial Company of the Year Award. With 18 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. BuyDRM clients include ABC (Australian Broadcasting Corporation), BBC iPlayer, BBC Studios, BBC iPlayer Radio, Blizzard, EPIX, FuboTV, Sony New Media Solutions, Sony Crackle, Sony Pictures, Warner Brothers, Showtime and Zee5.

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

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