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Falcon Communications Upgrades IPTV Content Security with Verimatrix

VCAS for IPTV Deployed for its End-to-end Encryption Built Specifically for Wholesale/Retail Model

NAB2007, Las Vegas, April 16, 2007 – Verimatrix, setting the standard in content security technologies that enhance the value of pay-TV networks, today announced that Falcon Communications has deployed Verimatrix Video Content Authority System (VCAS™) for IPTV with its IP/Complete™ all-in-one IPTV delivery system. The enhanced VCAS for IPTV solution provides a cost-effective wholesale/retail deployment platform that offers end-to-end content distribution integrity, speeding time-to-market for IPTV retail operators and proving significant operational and cost benefits. Verimatrix will be demonstrating VCAS for IPTV at NAB2007 at booth C2651.

VCAS for IPTV has been fully integrated with Thomson's SmartVision service management platform, multiple Thomson IP set-top boxes (STBs) and middleware from the Grass Valley business unit within Thomson. The integrated IP/Complete platform is currently running in Falcon's beta site. IP/Complete encompasses content aggregation and delivery from satellite, router, and DSLAM on past the middleware where other systems end. The Falcon system then continues with installation, signal management, and testing, with final delivery to the STB within the subscriber's home. It is exclusively and fully supported, 24/7, by Falcon.

“During our roll out testing, we determined that Verimatrix provided a more comprehensive approach to content security and specifically addressed our needs as an IPTV systems integrator. The operational efficiencies we receive from VCAS for IPTV allows us to reduce costs while significantly improving content delivery to the local operator,” said Donald Cook, president and CEO of Falcon Communications. “We are confident that Verimatrix will meet our network needs now and as we continue to grow.”

VCAS for IPTV provides the flexible MultiCAS/IP™ implementation of DVB Simulcrypt enabling broad support for hardware multiplexer/scramblers in addition to software based real-time encryption capabilities for IP broadcast. When used together with the new Remote Stream Manager component, VCAS can support any combination of centralized or distributed subscriber management. As part of their partnership, Falcon is also a reseller of the VCAS for IPTV solution.

“Falcon’s unique head-end-in-a-box approach encompasses content aggregation, which is one of the most difficult components for smaller telcos to gain access to. VCAS provides end-to-end encryption enabling these telcos to easily combine premium and local content,” said Steve Oetegenn, chief sales and marketing officer, Verimatrix. “We are excited to be partnering with such a pioneer in the industry. Falcon is very focused on the needs of the rural telecom carrier and has aggressive growth plans.”

About Falcon Communications

For more than 40 years, Falcon Communications has had a strong commitment to the telecommunications industry, and has greatly enhanced its extensive products and services required to meet expanding network requirements. The company provides the latest technologies and most experienced support for the nation’s telecommunications industry that needs to stay viable and competitive with the triple-play – voice, data, and video – offering a complete MPEG-4 IPTV end-to-end solution. The company operates sales and support offices in Malden, Missouri and Reno, Nevada, as well as a fiber optic and repair division in West Plains, Missouri. Falcon was founded as a central office installation contractor, and has established itself as a complete systems integrator. For more information, please visit www.falconipcomplete.com.

About Verimatrix

Verimatrix sets the standard for software-based content security and revenue enhancement technologies in pay-TV networks, with a global customer base of leading telecommunications providers. The Verimatrix Video Content Authority System™ (VCAS) offers a suite of next-generation technologies that protect content and enhance revenue streams, while combating digital piracy wherever it occurs within the distribution chain. The company’s content security experts maintain close relationships with the major Hollywood studios to help address the challenges facing pay-TV networks of today, and those of tomorrow. Verimatrix’s customers benefit with most favorable access to premium content, enabling the richest, most versatile viewing experience for their digital video subscribers. For more information on why VCAS is the most widely deployed IPTV content security system with tier one operators, please visit www.verimatrix.com

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