Elliptic Technologies Announces Hardware Enforced End-to-End Content Protection for Microsoft PlayReady

Elliptic Technologies

Market leading elliptic tVault solution for content protection allows consumers to enjoy premium HD content on any device

December 4, 2013 – Ottawa, Canada: Elliptic Technologies announced the availability of tVault DRM for Microsoft PlayReady to secure premium content on connected devices. Along with this launch, Elliptic has fully integrated the tVault DRM solution on the NVIDIA Tegra 4i mobile processor. Elliptic’s tVault DRM client enables device manufacturers to quickly bring to market smart devices with hardware enforced content protection technology.

This release enables Elliptic to support and deliver PlayReady protected OTT and VoD streaming services to a wide range of devices including Android phones, tablets and set-top boxes which addresses the security needs of major film studios worldwide. Elliptic’s tVault DRM, already proven on Tegra 4i, brings a future-proof, efficient framework for seamless integration with multiple content schemes for robust end-to-end security. tVault DRM, requiring a very small code footprint, provides a feature-rich, complete content protection solution for resource limited Trusted Execution Environments (TEE).

“Hollywood studios have been demanding hardware enforced security for protecting their content on multiple screens and connected devices,” said Ogi Brkic, VP of Marketing & Business Development at Elliptic Technologies. “Adding Microsoft PlayReady DRM to our extensive product portfolio gives our customers even more possibilities to allow consumers to enjoy premium video content anywhere, anytime.”

NVIDIA Tegra 4i is an integrated LTE mobile processor, bringing super phone experiences to mainstream smartphones. It has 60 custom GPU cores; a quad-core CPU based on ARM's Cortex-A9 r4 CPU, plus a fifth battery saver core; and an NVIDIA i500 LTE modem optimized for integration.

“The integration of tVault on our high-performance Tegra 4i platform ensures customers can rapidly embed a solution to meet the increasing need for piracy prevention,” said Glenn Schuster, Senior Director of Tegra Platform Partners at NVIDIA.

In addition to Microsoft PlayReady, Elliptic’s tVault supports the DTCP-IP and HDCP 2.2 link protection security technologies to provide a robust and complete solution that meets the stringent demands of Hollywood studios for hardware enforced software protection and multi-DRM capabilities.

For more information, visit www.elliptictech.com [1].

Source URL (retrieved on *09/22/2014 - 5:11am*):
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