

Technology Leaders Announce 'Marlin Partner Program' to Make Digital Content Interoperable Across Multiple Devices and Services

Over Twenty-Five Technology Solutions Providers and System Integrators Join Forces to Deliver Content Solutions to Operators and Device Manufacturers

London, UK, October 22, 2008 — Over twenty-five leading Technology Solutions Providers, System Integrators and Content Management companies have joined forces to create the Marlin Partner Program (MPP). Members of the program can now deliver technology solutions to service providers and consumer device manufacturers who want to make digital content interoperable between consumer electronics devices that include mobile phones, set top boxes, media players & PCs.

The MPP allows providers of mobile, broadband, broadcast and IPTV services, and manufacturers of networked consumer devices to deploy more flexible and useful products and services where consumers can move protected content between devices. MPP companies would provide the various technical components necessary for customers to deliver Marlin solutions and integration services to network operators, service providers and device manufacturers.

The MPP is launching with global technology leaders including Consumer Electronics companies, Systems Integrators, Content Management, and Security companies. Initial partner companies include: 24-7 Entertainment, Cloakware, CoreMedia, CoreTrust, DigiCAPS, Digital Keystone, dprotech, EGC&C, Fasoo, Fujitsu, Hitachi, icube, INKA Entworks, MarkAny, MPS Broadband, SafeNet, SecureMedia, Tata Elxsi, Teruten, Triple IT, Valups, Verimatrix, VIT Infotech, Wisembed, and Wyplay. Details on these companies and the Marlin Partner Program may be found at: www.marlinshare.com <<http://www.marlinshare.com>> .

"The Marlin Partner Program fits perfectly within our goal of providing enabling-technology and resources to companies committed to meeting the demand for deeper and more flexible content services," stated Talal Shamoon, Co-chairman of the Marlin Developer Community (MDC), the organization responsible for creating and promoting the Marlin Standard and associated initiatives. "Through the MPP companies, network operators and device manufacturers have the tools they need to begin working with Marlin today."

"The Marlin Partner Program is an important initiative that speeds time to market and enables interoperability through Marlin," said Soichiro (So) Saida, Senior Director of Service Planning & Strategy, Sony Media Software & Services Europe of Sony United Kingdom Ltd. "Device manufacturers and service providers seeking to provide a differentiated experience can now turn to a large community of solutions providers to build end-to-end solutions to

be one step ahead of the game"

The MPP provides a range of technical and marketing resources to its members. In addition to access to software code and technical support, partners can participate in joint marketing at trade and industry events. Periodic partner conferences will present opportunities to showcase solutions, identify market needs and generate sales leads. To learn more about the MPP, including how to join, visit the newly launched website, www.marlinshare.com <<http://www.marlinshare.com>> .

About Marlin DRM and the Marlin Community Organizations

Marlin is an open-standard DRM technology that provides a unique set of capabilities to manage the relationships between a consumer's content, devices and network services. The technology places the consumer at the heart of a domain of rich services and devices and allows them to use the content intuitively. Marlin has been successfully deployed in Japan as the basis of the national IPTV standard, in Sony's PlayStation Network movie service and in Pioneer's SyncTV video sharing service in the United States. Marlin interoperates with Open Mobile Alliance (OMA) DRM and extends its functions elegantly from mobile applications to consumer electronics home networks.

Intertrust Technologies Corporation, Panasonic Corporation, Royal Philips Electronics, Samsung Electronics, and Sony Corporation originally developed Marlin DRM in 2005. They subsequently founded the Marlin Developer Community, an open standards organization to expand and promote Marlin DRM as an open standard and the Marlin Trust Management Organization to provide trust services for Marlin products and services. The MDC has fourteen members including major device manufacturers, network operators and technology providers. The Marlin Partner Program is a global MDC initiative aimed at bringing together technology leaders who deliver Marlin technology solutions to the market.

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