

NEW PARTNERSHIP PROVIDES THE KEY TO A SUCCESSFUL ONLINE INTERNET PUBLISHING STRATEGY

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Digital Rights Management Leader And Comprehensive Watermarking Specialist Equip Publishers With A Solution That Securely Distributes Their Content Online.

SealedMedia, a leading digital rights management company that enables publishers to securely package and distribute cross-media digital content on the internet today announces that it has joined forces with the comprehensive watermarking specialist, Signum Technologies Limited to offer publishers the ability to fully secure, sell and distribute digital content online.

As one of the UK's leading developers of advanced digital data protection and integrity technology, Signum Technologies specialises in research, development and marketing of digital watermarking technology. The company's holistic watermarking solution provides publishers with the ability to protect content in an analogue world, amongst the most popular content being documents and images.

Through SealedMedia's dynamic, widely deployed technology that seals and safely distributes digital content enabling documentation to be protected both on and off line, publishers are now much less exposed and open to the threat of their copyright being readily abused.

"Publishers are now safe in the knowledge that their online content is fully protected from unauthorised use," explained Graham Shaw, Managing Director of Signum Technologies. The digital watermarking company had great concerns about their customers putting content online unprotected and felt that SealedMedia offered the most viable solution for securing and sealing that digital content.

"Through our partner alliance with SealedMedia, we are able to offer publishers an attractive technological solution that provides them with the confidence they need to fully embrace the Internet world and all the commercial benefits that come with it."

SealedMedia's leading edge technology allows content owners to seal cross media content in a variety of formats such as html, PDF, audio and video formats and safely distribute it to end users with powerful and flexible licence configurations in the knowledge that the content always remains protected.

"We are pleased to welcome Signum Technologies to our Alliance Program," comments Owen Kilbane, SealedMedia's Director of Strategic Alliances. "Signum Technologies provides compelling watermarking solutions to protect content once it is printed or saved unprotected. When you add the capabilities of the SealedMedia solution to protect and control digital content, publishers now have a effective means to deliver and distribute content securely."

About SealedMedia

SealedMedia's content sealing solution enables publishers to increase revenues using powerful Internet content distribution. SealedMedia provides robust and persistent protection for multiple types of digital content, including pdf, html, gif, jpeg, and MP3 audio (Quicktime MOV will be available in 2001). Online publishers can improve their marketing and sales impact with personalised rich-media offerings through

use of SealedMedia's content sealing and licensing solution. This enables them to mix and match media, generate licenses in real time to create new business models and opportunities, and ensures unauthorised access to content is prevented.

SealedMedia has been selected by leading online content vendors around the world who sell online books, newsletters, financial research, music and more in the emerging \$100 billion eContent marketplace. SealedMedia's corporate headquarters are located in Beaconsfield UK with engineering, sales and marketing operations. The company also has sales offices in San Francisco, Los Angeles, New York, Munich, and the Netherlands.

About Signum Technologies

Signum Technologies Limited is a privately held technology company based in Witney, near Oxford and was originally formed in 1997, when it took over the activities of HighWater Signum Limited (part of the HighWater group of companies) to specialise in the research, development and marketing of digital watermarking technology.

The increased demand for Signum's data integrity, authentication and copyright protection software, marketed as VeriData and SureSign, has led the company to grow significantly in the last two years. Signum Technologies provides a range of advanced digital watermarking solutions for copyright protection and communication applications to an impressive list of international clients and partners including the BBC, Agence France-Presse, Oki, Canto, Barco, Ordnance Survey, RS Components, and many others who have chosen Signum's solutions as an integral part of their technology and business strategies.

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

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