

# BITARTS JOINS SEALEDMEDIA'S TECHNOLOGY PARTNER PROGRAMME

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Software Protection Company Collaborates With Digital Rights Management Specialist Specialist To Deliver Innovative Software Documentation Solutions

SealedMedia, the first company to provide a cross-media solution for dynamically securing and controlling content on the Internet, today announced that BitArts, is joining SealedMedia's technology partner programme to jointly provide a comprehensive software and documentation protection service.

Through its proven software protection and licence management technology, BitArts has become increasingly aware that a number of key clients want to protect their internal documentation. For example, a company would be given 30 days free trial access to software and documentation; BitArts could control the licensing of the software but would need SealedMedia's technology to protect the accompanying documentation.

"We are delighted to become a technology partner with SealedMedia," commented Stephen Herman, Worldwide Sales Director, BitArts. "We have developed our technology from a firm understanding of cracking and hacking and offer the strongest software protection currently available allowing us to provide the most robust license management for the distribution of application software. By working with SealedMedia we are able to offer not only software protection against theft but content protection via SealedMedia's DRM technology."

Herman added, "The Internet is a powerful delivery mechanism. Today 12 per cent of all software sales are through downloads from the Internet; by 2005 this figure will rise to 60 per cent. However, more than one in every three software applications in the world is stolen through piracy. This translates into \$12 billion lost due to software piracy in 1999 according to the Business Software Alliance. This highlights how much companies need a robust and configurable protection infrastructure that controls software and content. By partnering with SealedMedia, BitArts is able to offer a complete solution to fulfil this need."

Owen Kilbane, Director of Strategic Alliances, SealedMedia commented, "We are very excited about BitArts joining the SealedMedia technology partner programme. Its expertise in software protection complements our technology very well and it give us access to customers who are actively requesting solutions to protect and control their digital content."

## About BitArts

BitArts is a software development company that is focused primarily on the development of protection, security and encryption software providing solutions for the secure delivery of software applications and digital content, digital rights management and license management over the Internet. BitArts' suite of products incorporate the functionality for the successful management and distribution of secure and protected software and digital content, copyright and licensing protection as well as the collection of

royalties from such content.

The company was founded in 1998 by Chief Technology Officer, John Safa and now boasts an impressive management line-up which includes Danny Chapchal as CEO and Dr Cheryl Shavers, former US Undersecretary of Commerce for Science and Technology in the Clinton Administration, as Chairperson. BitArts is headquartered in Nottingham, UK with customers in more than 65 countries including Philips, Siemens, Barclays, Honeywell and Hewlett Packard. BitArts has patents pending on ten core technologies, the basis of the company's unique digital security offering.

For further information visit our website <http://www.bit-arts.com>

#### 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 has sales offices in San Francisco, Los Angeles, New York, Beaconsfield UK, Munich, and the Netherlands. SealedMedia's clients include: Cavendish Legal Publishing, Pearson Education (UK and France), Xansa Consulting, Congressional Quarterly and ipicturebooks (part of Time Warner).

#### Editorial Contacts

Further information on SealedMedia including interviews, reviews and photography – is available from Martin Brindley or Adrian Brophy at MCC International.

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