

MediaTek selects Beep Science for OMA DRM 2.0

Beep Science DRM Agent bundled with MediaTek's Chipsets - enabling fast development of OMA DRM 2.0 compliant mobile devices

Oslo, Norway – July 17, 2007: Beep Science AS, a leading provider of mobile Digital Rights Management (DRM) software, today announced its customer and partner MediaTek, one of the world's top ten fabless semiconductor companies for wireless communications and digital media solutions. As a result of the agreement Beep Science becomes MediaTek's default DRM vendor; enabling MediaTek's device manufacturer customers to launch OMA (Open Mobile Alliance) DRM 2.0 enabled devices without additional integration work. OMA DRM 2.0 is fast becoming the mandatory mobile handset feature required by the leading mobile operators.

Distribution of premium content such as music, video and broadcasting to advanced multimedia devices needs to be properly managed and secured in an open and interoperable environment in order to secure fair rewards among the different players in the value chain. With DRM integrated into consumer devices such as mobile phones, personal media players and other consumer electronics an end-to-end content protection is achieved.

By integrating Beep Science DRM Agent onto its chipsets MediaTek helps handset manufacturers to ensure their devices have the required DRM features for access to a wide variety of premium content services offered by operators and service providers around the world.

Beep Science DRM Agent is implemented in accordance with the version 2.0 of the Open Mobile Alliance (OMA) industry standard and it meets the DRM requirements from leading mobile operators. The DRM Agent supports all content types, major operating systems and chipsets, paving the way for a healthy digital content ecosystem across devices and platforms. The DRM Agent can be implemented on all types of connected devices for downloading and consuming DRM protected contents from online services. Beep Science's DRM fully supports all copyright protection requirements in mass market feature phones and other handheld devices, as well as interoperability requirements between devices and the operators' OMA DRM enabled services.

"MediaTek has constantly provided its customers with the best, that is the reason we partnered with Beep Science for its world-class solution, a mature and robust implementation with highly modular system architecture." says JiChang Hsu, General Manager of MediaTek Wireless BU.

“During the integration project Beep Science has proven the maturity of both the solution and the company’s support capabilities.”

“MediaTek has a very successful business model; bundling chipsets with full featured software solution. We are honored to secure the interoperability of the MediaTek platform with digital content services around the world.” says Markku Mehtälä, Vice President of Beep Science.

With this new OMA DRM 2.0 implementation Beep Science DRM enables yet another top ranked semiconductor vendor, proving to be the most mature OMA DRM provider widely recognized by operators, device manufacturers, and chipset vendors worldwide.

About MediaTek

MediaTek Inc. is one of the world's top ten fabless semiconductor companies for wireless communications and digital media solutions. The company is a market leader which pioneers in the technology of leading-edge SOC system solutions for wireless communications, high-definition digital TV, optical storage, and high-definition DVD products. Founded in 1997 and listed on Taiwan Stock Exchange under the code “2454”, MediaTek is headquartered in Taiwan and has sales and research subsidiaries in China, India, Korea and Singapore. It has achieved annual revenue of more than US\$1.6 billion and net profit of US\$700 million, with a market cap of over US\$11 billion in 2006. For more information, please visit MediaTek’s website at www.mtk.com.tw

About Beep Science

Beep Science AS is a leading provider of mobile Digital Rights Management (DRM) software solutions, enabling exciting new digital content services around the world. Founded in 2000, the company has established itself as internationally recognized specialist within the field of Mobile DRM. Beep Science provides DRM clients to device manufacturers and platform vendors and DRM servers to mobile operators and service providers. Beep Science’s DRM products are based on Open Mobile Alliance (OMA) industry standards as well as supporting other DRM schemes in the market. The company’s customers include major ODMs and OEMs and mobile operators worldwide.

For further information, please visit www.beepscience.com.

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