



Press Release 3GSM

Wmode and Beep Science Partner to provide a Completely Integrated DRM Solution for Distribution of Premium Content

Solution will enable secure distribution of video and full-track audio content to mobile devices

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Wmode Inc. has partnered with Beep Science to provide a fully compliant OMA DRM v1.0 and OMA DRM v2.0 content delivery solution. Wmode's ClearMode service and the Beep Science OMA DRM product suite have been completely integrated and the solution has been available to the market since the beginning of 2006.

The integrated technologies support all standard OMA DRM compliant terminals, devices and mobile phones providing "on-the-fly" content packaging, OMA digital rights license generation, license delivery, super distribution and OMA v2.0 DRM Domains. A wide variety of content license models are supported: full rights, forward lock, limited usage rights (preview, time expiry etc.) super distribution, subscription models and domain models. The Beep Science OMA DRM Server supports all content and service delivery formats for music, images, video, games, and java applications.

"We are at a convergent point in the industry where the number of compliant terminals, enabling network bandwidth, and rich content offerings are coming together. We partnered with Beep Science because they are a market leader in fully compliant DRM systems and have been a key contributor to the OMA DRM industry standard bodies," said Emanuel Bertolin, CEO of Wmode. "The ClearMode solution can now securely accommodate DRM as a core feature and function of its service."

ClearMode is a complete Content management, discovery, delivery and billing solution for Mobile network operators, MVNOs, Media and Brand companies. ClearMode is distributed globally to Mobile operators and MVNO's through its exclusive reseller, Teleglobe, one of the world's largest wholesale telecommunications companies.

"We are excited about our partnership with Wmode because of their market leadership and reputation for providing a superior service to its existing customers and content providers. We also appreciate that there are considerable global opportunities and potential growth for our DRM solution through Wmode's reseller agreement with Teleglobe," said Jan Rune Hetle, CEO of Beep Science.

The Beep Science OMA DRM Server enables mobile content business by providing copyright protection for all media content types (music, video, images, games etc), downloaded streamed or delivered by any other means to PCs, PDAs and mobile handsets. The Beep Science OMA DRM Server works with any OMA DRM capable handset in the market, and with Beep Science downloadable OMA DRM PC Plug-ins an end-user can consume content across devices, transfer between PCs, PDAs and mobile handsets.

About the OMA DRM Standard

OMA DRM enables content providers to grant permission for media objects that define how they should be consumed. The DRM system is independent of the media object formats and the given operating system or run-time environment. The media objects controlled by the DRM can be a variety of things: games, ring tones, photos, music clips, video clips, streaming media, etc. A content provider can grant appropriate permissions to the user for each of these media objects. The content is distributed with cryptographic protection; hence, the Protected Content is not usable without the associated Rights Object on a Device. Fundamentally, the users are purchasing

permissions embodied in Rights Objects and the Rights Objects need to be handled in a secure and un-compromising manner.

The OMA DRM Release 2.0 defines the protocols, messages and mechanisms necessary to implement the DRM system in the mobile environment. It builds upon the OMA DRM Release 1.0 with significantly improved security and functionality for a robust, end-to-end DRM system that takes into account the need for secure distribution, authentication of Devices, revocation and other aspects of the OMA DRM 1.0.

About Wmode Inc.

Wmode is the developer and operator of the ClearMode Mobile Content Managed Service which provides content distribution services and technologies to network operators, media and brand, and content providers that facilitate the management, discovery, delivery and monetization of mobile content for all premium content types developed by the best names in the industry. The company is privately held and has offices in Calgary, and Toronto, Canada and Bern, Switzerland. For more information, please call +1-403-260-8690 or visit the company's Web site at www.wmode.com.

About Beep Science

Beep Science AS is a leading provider of Mobile Digital Rights Management software solutions. Founded in 2000, the company represents one of the largest specialist resource centres into mobile DRM technology. Beep Science has its head offices in Oslo, Norway, and has Research & Development site in Szeged, Hungary. Beep Science operates in Europe, Asia and America.

Beep Science is an independent software vendor providing client and server side DRM software products based on open industry standard from Open Mobile Alliance. The company's DRM vision is to support any content format, media player, operating system, device, network and content delivery platform with state of the art open standard DRM technology for both the client and server side.

Beep Science has partnerships with leading technology providers and infrastructure vendors, and co-operates with leading software integrators and solutions providers in customer projects for end-to-end solutions. Beep Science has world-class brands in the Media and Telecom Industry as customers. For more information please visit www.beepscience.com

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