

Press Release

NexGuard forensic watermarking enables SONIFI Solutions to deliver over-the-top content to the hospitality sector

New York (NY), USA – May 10, 2017 – [NexGuard](#), a Kudelski Group (SIX:KUD.S) company and the leading provider of forensic watermarking technology and solutions, today announced that [SONIFI® Solutions](#) is deploying its streaming session-based forensic watermarking system with a new over-the-top VOD app for the hospitality industry. The deployment enables SONIFI to meet the requirements of major Hollywood studios in the delivery of movies to hotel guests.

NexGuard’s forensic watermarking solution enables SONIFI to embed an invisible, but robust watermark in the content in order to comply with rigorous studio security requirements.

“Hotel guests expect access to a variety of entertainment to enhance their stay,” said Kara Heermans, SONIFI’s VP, User Experience & Product Management. “To enable our customers to offer the best and broadest content catalog, we needed to satisfy the security expectations of our studio partners. NexGuard forensic watermarking provided a robust and easy-to-integrate solution that fits with our platform architecture.”

SONIFI has a track record of enabling high quality guest experiences to over 500 million guests a year through a comprehensive and advanced product portfolio for the hospitality industry. Its STAY Suite of solutions includes interactive TV, the STAYCAST over-the-top streaming product, mobility, Internet services, free-to-guest and an unparalleled technical support and professional services team – all engineered to deliver world class and engaging guest experiences from check-in to check-out. These services enable hoteliers to deliver integrated content and services that encourage guest interactions on the right device at the right time and a network that is reliable and configurable to increase guest satisfaction.

“The Hollywood studios are requiring more and more stringent content protection,” added Harrie Tholen, Managing Director of NexGuard. “By deploying forensic watermarking, SONIFI can offer the most attractive content catalog now and in the future.”

About NexGuard

NexGuard (www.nexguard.com), a member of the Kudelski Group, provides the most widely deployed forensic watermarking solutions in the movie and entertainment industry across the globe. Its technology and solutions protect valuable media content, such as premium entertainment and live sports, against illegal distribution. Follow us on Twitter: [@NexGuard](#) and [LinkedIn](#).

The [Kudelski Group](#) (SIX:KUD.S) is a global leader in digital security and convergent media solutions for the delivery of digital and interactive content.

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