



For Immediate Release

Deluxe Simplifies OTT Expansion to iOS Devices and Apple Platforms with Support for FairPlay Streaming

End-to-end solution enables programmers and studios to rapidly expand their delivery channels

Los Angeles, CA (March 24th, 2016) — Deluxe Entertainment Services Group Inc. (Deluxe) announced today that the company's multiscreen and Over-the-Top (OTT) delivery platform, Deluxe OnDemand™, has expanded its content protection services to include complete support for FairPlay Streaming (FPS) technology with 32-bit encryption for iOS devices and Apple® platforms. Deluxe will showcase this capability and more at NAB 2016 in Las Vegas, NV, in booth #SU4414.

Programmers and studios now have a complete solution for OTT expansion to the iPhone®, iPad®, and AppleTV® that provides all the end-to-end components to prepare and stream content directly to consumers, with an open architecture that enables clients to integrate end-user applications customized to their specific requirements.

Deluxe OnDemand minimizes the investment and speeds the deployment of OTT services to enable content owners to tap the large and growing market opportunity for streaming media players (SMP), including AppleTV®, Roku®, and Chromecast™. SNL Kagan forecasts the worldwide installed base for SMPs to exceed 67 million by 2019.

Benefits of the FairPlay Streaming integration with the award winning Deluxe OnDemand OneWorkflow™ media management platform include:

- Highly scalable and reliable open architecture-based workflow for content acquisition, processing, and delivery
- Full support for FairPlay 32-bit encryption content encryption, license server hosting for secure key exchange and playback on iPhone, iPad, and AppleTV.
- Easy API integration with existing back-office systems
- Front-end applications that can be customized to each client's desired user experience
- Backed by 24x7 365 network operations, MPAA-security, and service level agreements.

"OTT direct to consumer services are accelerating at a daunting pace. For content owners looking to participate in the emerging world of AppleTV, the opportunity to increase revenue by reaching a new audience is real," said Brett Belinsky, President of Deluxe Delivery Operations. "Consumers demand to be in control of their media libraries. To address this need, Deluxe continuously invests in the technology and development to support all formats, so our clients can focus on delivering premium content, to any device, destination, and window, not on building and maintaining infrastructure."

Deluxe OnDemand is a component of Deluxe's comprehensive delivery solutions ecosystem, which offers content preparation and delivery for home entertainment, theatrical, linear and OTT.

About Deluxe OnDemand

Deluxe OnDemand™ is transforming motion picture, television and video sourcing, processing, and distribution for pay TV operators, programmers, and content providers through a unified end-to-end process. The company's advanced video workflow and media management platform makes it easier to acquire, prepare and deliver content quickly and cost-effectively across more devices and destinations. Using Deluxe OnDemand solutions, clients can quickly launch and support Over-the-Top (OTT) and Electronic Sell-Through (EST) services, TV Everywhere (TVE) applications and expand VOD/SVOD libraries. Deluxe OnDemand solutions future-proof clients' services by supporting new formats and next generation viewing experiences such as 4K UHD and HDR. Clients include Charter Communications, Comcast Corporation, Shaw Communications, and Starz. Deluxe OnDemand is a division of Deluxe Entertainment Services Group Inc. Visit www.deluxeondemand.com for more information.

About Deluxe

Deluxe Entertainment Services Group Inc. is a global leader in digital media and entertainment services across film, video and online content from capture to consumption. Since 1915, Deluxe has been the trusted partner for the world's most successful Hollywood studios, independent film companies, TV networks, exhibitors, advertisers and others, offering best-in-class solutions in production, post production, distribution, asset and workflow management and new digital solution-based technologies. With operations in Los Angeles, New York and around the globe, the company employs nearly 7,000 of the most talented, highly honored and recognized artists and industry veterans worldwide. For more information visit www.bydeluxe.com.

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