

# NiveusMedia<sup>❄</sup>

## **PRESS RELEASE**

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### **NIVEUS MEDIA OFFERS TECHNOLOGY PREVIEW OF “PROJECT SNOWBIRD” TO GLOBAL TELEVISION SERVICE PROVIDERS**

**New technology provides secure interoperability between television set-top boxes and popular consumer digital media playback devices.**

**Las Vegas, NV – NAB Show – April 12-15** – Niveus Media, a leader in digital media software and hardware solutions, is excited to announce a technology preview of its new software platform designed for global television service providers, called Project Snowbird. This innovative new technology enables Cable & Satellite Operators to supply their customers with the ability to gain greater access to the television and movies they already pay for with their monthly subscription. Project Snowbird accomplishes this by facilitating the secure streaming and file transfer of protected television shows and movies from the set-top box to popular consumer electronics such as the PC, Mac and Mobile Devices which then become the ultimate companions to a consumer’s television viewing experience.

As a Digital Living Network Alliance (DLNA) member, Niveus has built upon DLNA Interoperability Guidelines along with Digital Transmission Content Protection (DTCP) standards to protect the outflow of content from the television service provider’s set-top box. Project Snowbird goes further to also transfer the protected content into a trusted security on the client end device, using technology such as Microsoft’s PlayReady®.

Niveus will be demonstrating Project Snowbird at the NAB Show in the Intel booth, # N1323.

For more information on Project Snowbird including images, please visit

[www.projectsnowbird.com](http://www.projectsnowbird.com) and follow the link to our corresponding Project Snowbird Facebook page.

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#### **About Niveus Media**

*Founded in 2003, Silicon Valley based Niveus Media, Inc. has revolutionized the aggregation, distribution and enjoyment of today’s digital media by developing innovative software and hardware solutions for the PC, Mac and Mobile Device ecosystem.*

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