pressrelease

Snell Advanced Media selects Gemalto for Protection against threats to Intellectual Property

Amsterdam, July 21, 2016 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that it is providing a comprehensive, flexible and secure licensing solution for Snell Advanced Media (SAM), a leading provider of live production, editing, playout, infrastructure and image processing technology for the broadcast, post production and media industries. *Sentinel Entitlement Management System (EMS)* and *Sentinel Rights Management System (RMS)* enable SAM to streamline licensing operations and protect the valuable Intellectual Property (IP) around its new product suite of software tools, xFile.

The development of the xFile framework was a move that transformed their postproduction solutions from purely hardware-based to software-based. SAM looked to Gemalto to provide a means to apply licensing to improve operational efficiencies including audit reporting, renewal reporting and product activation, and prevent IP theft.

"*Before we could offer our software commercially, we knew we had to protect our applications from reverse engineering and tampering,*" said Jeremy Courtney, Head of Media Processing Software at SAM. "*Operating in the dynamic media and broadcasting space means we are dealing with an increasingly digital-savvy client base, and offering that extra security and ease-of-deployment for our software packages is what makes all the difference. One of the advantages of our On Demand framework is its flexibility and scalability and we wanted the same in the protection and licensing solution that we chose. The addition of Sentinel RMS and EMS has further enhanced that.*"

[Sentinel RMS](#) enables SAM to easily offer and enforce a variety of licensing models and packaging options for its xFile products. In addition to offering new ways to package and sell our products, *Sentinel RMS* protects the intellectual property in the applications, reducing the risk of IP compromise,

[Sentinel EMS](#) manages software entitlements for its individual products in the suite and back office licensing operations, including the software fulfillment and activation for which each customer is entitled. SAM integrated the *Sentinel EMS* license server with its SAM store to enable online customer self-service – including payment, automated order fulfillment, activation, maintenance releases, and upgrades. Once payment clears, *Sentinel EMS* creates the entitlement and returns an activation code to the customer. Gemalto also supplied a Salesforce.com Connector to enable future integration of *Sentinel EMS* with SAM's CRM system.

"*SAM's transformation is indicative of what we are seeing in the device vendors market. To stay ahead of the curve in the relevant industry, vendors need to be forward-thinking to realize the value of a software-driven business model and the potential such a transformation could have on pricing and packaging models*," said Jamie Longmuir, Regional Director at Gemalto. "*The collaboration between Gemalto and SAM reflects the importance that software licensing and entitlement is having on a business that is looking to grow and secure its competitive advantage.*"

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 49 countries.

For more information visit www.gemalto.com or follow @gemalto on Twitter.

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