

TransferJet Consortium announces adoption of content protection technology SeeQVault™

Contents secured by SeeQVault™ can be transferred quickly and easily

TransferJet Consortium has completed the adoption of content protection technology SeeQVault as of September, 2015. This arrangement enables the design of new TransferJet products to include SeeQVault technology allowing protected content to be transferred easily and quickly between two such devices.

Mr. Hiroyuki Matsumura, Chair of TransferJet Consortium commented, "TransferJet technology has been focusing on high speed wireless data transmission, and is capable of transferring large data such as high quality image contents. TransferJet technology is now capable of handling various protected contents by adopting SeeQVault technology. I believe this will enable a wider and more sophisticated user experience to the end customer."

Adoption of SeeQVault technology will open up new use cases, services and applications. End customers can now transfer various SeeQVault secured contents including high quality personal image contents and commercial videos among TVs, DVRs, laptop PCs, tablets and smartphones, all much more easily and freely than before.

This will not only be beneficial to end customers but also for service providers, contents owners and device manufacturers. It will add further value to TransferJet enabled devices by dramatically enhancing and simplifying the user experience.

"With the combination of SeeQVault technology, which provides device playback compatibility and high level security, and TransferJet technology, which enables easy, fast and secure transfer of large data, we expect we can create an environment where various types of content, such as broadcast recording, animation, manga, game, music and confidential information, can be accessed securely, whenever you want, wherever you want and on any devices" said Makoto Morise, President of NSM Initiatives LLC.

About SeeQVault

SeeQVault is a content protection technology that realizes the "playback compatibility on various compatible devices" and "robust security" at the same time. It is used on SD cards, external HDDs,



TVs, recorders, PCs and other devices. Contents recorded to SeeQVault media can be enjoyed on various supporting devices with high definition (HD) picture quality. And more, "SeeQVault™" can be utilized as a content protection technology of not only broadcast contents but also animation, cartoon, game, music and documents.

About NSM Initiatives LLC

NSM Initiatives LLC (NSM) was established in the U.S. in January 2013 as a company that licenses SeeQVault, a content protection technology developed by Panasonic, Samsung, Sony, and Toshiba. Taking advantage of the strengths of the four companies, NSM has worked on developing SeeQVault since 2011, and began licensing it in February 2013.

About TransferJet Consortium

TransferJet Consortium was established in 2008 by a group of international companies with the common goal of developing the technology, products and services based on *TransferJet* wireless technology. The consortium focuses on the development of specifications, compliance testing processes and tools, as well as conduct marketing activities to promote the *TransferJet* concept, technology, products, applications and services. The TransferJet specifications are also registered as ISO/IEC 17568. Additional information is available from:

<http://www.transferjet.org/>.

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