

## Neustar Underscores Support for the UltraViolet™ Digital Entertainment EcoSystem

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Neustar, Inc. today emphasized its readiness to provide rapid integration support for companies

implementing recently-announced specifications for UltraViolet. UltraViolet is an interoperable

ecosystem of digital content, digital entertainment storefronts, digital service providers and

connected consumer electronic devices that all work together to provide consumers with

greater choice, confidence and freedom in how they collect and watch digital movies, TV shows

and other entertainment. Neustar, which was chosen by the Digital Entertainment Content

Ecosystem (DECE) LLC to power the UltraViolet Account System and its Digital Locker, will work

with all DECE licensees to rapidly link their content, services, apps and devices with this web-

based user authentication and rights management system which is central to the UltraViolet

ecosystem. Consumers? free UltraViolet Accounts will enable access to all of their UltraViolet

movies, TV and other entertainment in one place, allowing consumers to manage access to

content in their or their household's account and register or update different devices for

playback. DECE and Neustar together expect the introduction of consumer UltraViolet offerings

in mid-2011.