

## VUALTO LTD Announces API Integration with Amazon Web Services for Live and On-Demand Video Workflows

**April 2019, VUALTO** announced today API integration between **VUALTO's VUDRM** digital rights management service and Amazon Web Services (AWS) Media Services, including AWS Elemental MediaConvert, AWS Elemental MediaPackage, AWS Elemental Live, and AWS Elemental Delta.

This API integration enables broadcasters and content owners to apply VUALTO's VUDRM (multi-DRM protection) to content processed leveraging AWS Media Services cloud-based workflows. This provides customers with a highly scalable, cost-effective way to process video content into various formats and to distribute it securely across multiple devices.

AWS Media Services make it fast and easy to prepare, process, and deliver broadcast and over-the-top video from AWS. Services supported by this API integration include AWS Elemental MediaConvert and AWS Elemental Media Package. This API integration also supports the AWS Elemental Live and AWS Elemental Delta products for on-premises video workflows.

**VUDRM from VUALTO** allows you to securely deliver live and VOD content to your chosen audiences, across multiple devices. VUDRM enables you to stay in control of who watches your content and when. Using VUALTO's flexible token generation, you can dynamically issue individual user permissions for one piece of content, with no need for re-encryption. Device agnostic and with support for Microsoft PlayReady, Google Widevine, Apple FairPlay Streaming & Adobe Primetime, VUALTO's VUDRM solutions are trusted by broadcasters globally.

For VUALTO's customers, this API integration with AWS brings multiple benefits, for instance, increased resilience by running in multiple availability zones or across multiple regions.

"The AWS Media Services have allowed us to add another way to consume our VUDRM key provision service, thus enhancing the service quality that we deliver to our clients"

**Robert Mitchell, VUALTO Technical Lead – DRM.**

### VUALTO Descriptions:

VUALTO are innovators in next generation workflow integration, orchestration and transport solutions enabling you to make your online video happen. Accessed via their cloud based VUALTO CONTROL HUB and powered by their open, extensive and customisable API's, they have a suite of products available for multiple video applications. These include: live (VULIVE) and on demand (VUOD) IP video delivery to any



device, instant Live2VOD automation (VUREPLAY), entitlements and enhanced Digital Rights Management (VUDRM) and Player SDK's (VUPLAY).

VUALTO can design new concepts from scratch, integrate into existing workflows and provide consultancy on achieving the most technically advanced and commercially successful solution. With their extensive knowledge of video and the web, they can develop a market focused solution entirely suited to your needs.

Learn more at [www.vualto.com](http://www.vualto.com)