

Beijing — March 17th, 2010 — Beijing Copyright Protection and Registration Center for Digital Content and Vercury today announced an exclusive partnership that lets copyright owners register their video and audio content at Beijing Digital Rights Registration Center using Vercury's *Trace*[™] video/audio fingerprinting technology. Copyright owners can use the registered information as the proof of the ownership of the digital content in Chinese court. Beijing Digital Rights Registration Center will begin to integrate Vercury's *Trace*[™] technology into its registration process shortly.

“A major challenge in fighting piracy is to prove who has the right of the digital content, Vercury's fingerprinting technology has been widely adopted by the movie industry as well as other media publishers, it complements the watermarking technology currently utilized by Beijing Digital Rights Registration Center,” said Dr. Xin Tian, CEO of the Beijing Copyright Registration Center.

“With this partnership, we’re bringing Beijing Copyright Protection and Registration Center's leadership in digital right protection in China together with not only our technology but the experience we have in copyright protection services for digital content,” said Dr. Jun Zhang, CTO, Vercury Inc. “This is a natural expansion of our copyright protection service to the markets outside the United States”.

After the integration of Vercury's fingerprinting technology, Beijing Digital Rights Registration Center will begin to accept registration requests from overseas. It will greatly accelerate the process of copyright disputes in China.

About Beijing Copyright Protection and Registration Center for Digital Content

Beijing Copyright Protection and Registration Center for Digital Content is the operating company affiliated with Beijing Copyright Bureau. It is the only copyright registration center in China that provides watermarking and fingerprinting technologies for registration of digital content.

About Vercury

Vercury has developed and provides *Trace*[™] video/audio fingerprinting technology, which is behind many media content identification services, including anti-piracy, ad monitoring and placement, asset and rights management, and network management and security. For more information please visit <http://www.vercury.com>