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# WISeKey SA

## WISeKey enters into the Digital Media Market

10.03.2010 - 09:00 Uhr, WISeKey SA

Geneva and Abu Dhabi, United Arab Emirates (ots) - WISeKey is participating at the Abu Dhabi Media Summit - a venue for an unprecedented gathering of global media leaders. WISeKey announced it is entering into the Digital Media Market by using its unique Digital Identification technology allowing media and entertainment companies to monetize securely the delivery of high-quality, full-length movies, TV shows and other content over the Internet, cell phones and television.

As a first step in this offering, WISeKey is partnering with Media Companies to build global digital ad networks through the interconnection of ads with secure Digital IDs. WISeKey Digital Identification provides a high-level ID verification solution, designed specifically to authenticate that the person is who they say they are. Using social networks such as Facebook, LinkedIn or Orkut, WISeKey Digital Identification can also be used to provide reassurance that your "friends" are real and that your Digital ID follows you from social networking to instant messaging platforms and other communication methods, essentially it travels with you.

WISeKey Digital IDs technology allows Media companies to transform advertising from mass messages into personalized messages for each potential customer. The combined service will enable the use of Digital Identification to deliver high-quality content to millions of users accessing Social Media.

The WISeKey Digital Media partnership provides media platforms with more efficient technology without compromising confidentiality as large corporations increasingly use the Internet to reach specific communities and therefore require security of their proprietary data. "Also sending these ads to users holding Digital IDs is the best way to target them whilst ensuring their right to privacy", said Carlos Moreira, Founder and CEO of WISeKey.

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