



# Digital Watermarking and Fingerprinting Could Surpass \$500 million worldwide by 2012

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*Watermarking Content Protection in Hollywood, USA Video Interactive Corporation (OTC BB: USVO.OB) MediaEscort Deployed by Twentieth Century Fox Home Entertainment; Cinea, Inc.'s Running Marks Allows On-Demand Content Security.*

PR9.NET April 04, 2008 - POINT ROBERTS, WA and DELTA, BC – [www.DigitalMediaStocks.com](http://www.DigitalMediaStocks.com), an investor and industry portal for the digital media sector within [InvestorIdeas.com](http://InvestorIdeas.com), reports on new developments in Watermarking content protection technology in Hollywood and in the sector.

USA Video Interactive Corporation (OTC BB:USVO.OB ) (CDNX:US.V ) (Berlin:USF.BE ) (Frankfurt:USF.F) just announced that Twentieth Century Fox Home Entertainment, a subsidiary of Twentieth Century Fox Film Corporation, a News Corp ( Market, News ) company has gone live with USVO's new copy protection software, MediaEscort(TM), to protect the Studio's filmed entertainment content that is streamed via the Internet to its various trade business partners in advance of DVD availability.

MediaEscort is a software application that resides on customers' video server and automatically and seamlessly embeds SmartMarks (invisible forensic information in every frame of video content) during Internet delivery.

According to the Company, "TCFHE selected MediaEscort for online delivery of streaming media content for review by retail buyers, distributors and others that sell DVDs to the general public. The move provides the Studio's trade partners with the convenience of being able to view its product simply on their office computer."

Digital Media Showcase Company:

USA Video Interactive Corp. ("USVO") designs and markets technology for delivery of digital media. USVO developed its MediaEscort(TM), MediaSentinel(TM) and SmartMark(TM) digital watermarking products and technology to provide a robust means for producers and distributors to invisibly protect their content. USA Video Technology Corp., a wholly owned subsidiary of USVO, holds the pioneering patent for store-and-forward video, filed in 1990 and issued by the United States Patent and Trademark Office on July 14, 1992; it has been cited by at least 165 other patents. USVO holds similar patents in Germany, Canada, England, France, Spain, Italy, and Japan. Visit [www.usvo.com](http://www.usvo.com) or the company showcase on [Investoideas.com](http://Investoideas.com) at: <http://www.investorideas.com/CO/USVO/Default.asp>

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