



## Ooona adds ContentArmor Forensic Watermarking Capabilities to OOONA Manager & OOONA Tools

*Partnership expands security features built into OOONA's products and increases its market outreach.*

**Rennes, Tel Aviv, February 11<sup>th</sup>, 2020** — [Ooona](#), the world's leading provider of professional management and production tools for the localization industry, announced today that they are partnering with French company ContentArmor, a global video forensic watermarking provider, to add [ContentArmor's](#) forensic watermarking product as an option for Ooona's customers.

ContentArmor's advanced forensic watermarking technology allows copyright holders to identify the source of unauthorized distribution. The technology has been successfully tested by leading Hollywood studios. Forensic watermarks are a required security component for early-window content and a major tool to deter piracy. ContentArmor's video watermarking solution modifies the bitstream directly and therefore enables various integrations, including in the cloud or in web servers, and requires only marginal additional bandwidth or storage.

"As investments in content creation and product are boosting, it is paramount to protect content comprehensively at each step of production," said Wayne Garb, CEO of Ooona, "ContentArmor's forensic watermarking is cost-effective to integrate and deploy. The ingest process time is second to none, and unique watermarks are eventually embedded on the fly without any additional hardware or storage requirements."

ContentArmor embeds watermarks in video files. In case of a leakage, watermarks can be retrieved through a cloud-based detection service, included in short contents.

"We are delighted to partner with Ooona and help their customers to increase the security of their localization workflows" said Alain Durand CEO of ContentArmor. "The addition of ContentArmor forensic watermarking to Ooona's workflow management and production tools enables Ooona's customers to deter piracy in their postproduction workflows and to decrease the risks of a leakage dramatically".

### **About Ooona**

OOONA Ltd was founded in 2012 with the aim of developing professional management and production tools to service the localization industry. The company's flagship product is OOONA Manager, a cloud-based system for managing translation, subtitling and captioning workflows in a user-centric approach, with full visibility over the localization workflow and integration with financial and production tools.

To learn more visit <http://www.oona.net>

### **About ContentArmor**

[ContentArmor SAS](#), a privately held French company, is a global provider of content protection technologies for the media and sports industries, from content production to end-user distribution. ContentArmor's Video Watermarking solution modifies the bitstream directly, resulting in blitz-fast embedding. The technology enables integration at any point of the distribution chain, including on CDN edge servers or low computational power CE devices, and requires only marginal additional bandwidth or storage.

To learn more visit <http://www.contentarmor.net>