

Audible Magic Introduces New CopySense® Compliance Service -- SaaS Option Reduces HEOA Compliance Co

Colleges and universities can now affordably comply with the requirements of the Higher Education Opportunity Act of 2009 (HEOA) to mitigate the use of their networks for illegal P2P (peer-to-peer) transmissions with the new CopySense Compliance Service from Audible Magic, Inc. The CopySense Compliance Service utilizes a Software as a Service (SaaS) approach to reduce the financial burden on universities and colleges moving to comply with the HEOA.

According to Vance Ikezoye, founder and CEO of Audible Magic, "We recognize that across the country colleges and universities of all sizes and types have seen a reduction in their budgets as a result of the economy. Despite the downturn, HEOA compliance requirements must still be met. We've responded to that requirement with our CopySense Compliance Service. By eliminating the upfront capital investment for equipment and hardware, the new service provides colleges and universities with the financial flexibility to maximize use of available funds. And by doing so, our aim is to enable more institutions to afford compliance tools."

Based on an annual service fee, the CopySense Compliance Service is a low cost, hassle-free alternative to expensive hardware solutions institutions must purchase.

Audible Magic handles all installation and on-going management on an institution's network, freeing staff to focus on other technology needs. On-going system upgrades are also included in the fee, further protecting a college or university's investment.

The CopySense Compliance Service detects unauthorized transmissions across a network by comparing the "fingerprint" of copyrighted audio, video and textual materials against Audible Magic's dynamic and unique Global Rights Registry of more than seven million registered works.

The service includes Audible Magic's CopySense appliance and unique Graduated Response component, which automatically communicates a "three-strikes" approach in response to unauthorized P2P usage. Standard communication templates help colleges and universities leverage the "teachable moment" to educate students on the appropriate use of copyrighted material and to dole out penalties on a graduated basis.

About Audible Magic®

Headquartered in Los Gatos, California, Audible Magic is the leading provider of content management and anti-piracy services. Its patented content identification technologies and extensive reference database enable Web 2.0 websites, CD/DVD replicators, P2P networking companies, ISPs, colleges and universities to monitor, track, manage, filter and monetize multi-media digital content as needed.

For more information, go to www.audiblemagic.com.