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BYTESHIELD™ DRM SCORES INDUSTRY FIRST - 99% PASS IN NEW INDEPENDENT TEST OF USER FRIENDLINESS, TRANSPARENCY AND INTRUSIVENESS



'Reclaim Your Game' Group Again Awards Gold Seal of Approval to ByteShield DRM

San Francisco, California, U.S.A. February 16, 2010 - ByteShield, Inc., a provider of user and developer friendly software Digital Rights Management (DRM) to the PC Video Games industry today announced that ByteShield version 2.2 has received DRM watchdog Reclaim Your Game's Gold Seal of Approval "by passing every area and receiving an overall 99%".

Reclaim Your Game (RYG) tested the leading DRM provider at the same time as re-testing ByteShield (ByteShield was awarded RYG's Gold Seal for the first time in May, 2009). The comparative results are shown below.

RECLAIM YOUR GAME (RYG) TESTING RESULTS	BYTESHIELD v2.2 in TIBOR		SECURUM v7.41.0004 in Borderlands	
TESTING COMPONENT	% PASS	DESCRIPTION	% PASS	DESCRIPTION
DRM Has Hidden Files. Can Be Found In Device Drivers (I.e.Windows/System32/)	100%	END-USER FRIENDLY	100%	END-USER FRIENDLY
DRM Installs Without Users's Knowledge (And Consent)	100%	END-USER FRIENDLY	40%	UNACCEPTABLE
Online / Hardware Activations	96%	END-USER FRIENDLY	42%	UNACCEPTABLE
DRM "Blacklist" Hardware And Software	100%	END-USER FRIENDLY	93%	END-USER FRIENDLY
DRM Remains In Windows Registry	100%	END-USER FRIENDLY	13%	UNACCEPTABLE
DRM "Phoning" Home	100%	END-USER FRIENDLY	43%	UNACCEPTABLE
"Known" DRM Related Files Remaining After Full Removal	100%	END-USER FRIENDLY	60%	UNFRIENDLY
Customer Service And Technical Support	100%	END-USER FRIENDLY	N/A	NOT RATED

Source: RYG test results reproduced in the table below are available at:

http://reclaimyourgame.com/index.php?option=com_content&view=category&layout=blog&id=100&Itemid=158 and <http://reclaimyourgame.com/>



[PRISM](#) (Players Resisting Invasive Security Measures) and [RYG](#) (Reclaim Your Game) DRM testing methodology continues to evolve and ByteShield has been re-tested against their latest DRM [Testing](#) Regimen. Quoting the RYG site, “RYG can assertively provide qualitative results for all members of the public with the inclusion of RYG’s very own Rating Method, which also determines whether a certain DRM can gain RYG’s Gold Seal of Approval ... as well as provide prospective DRM vendors a chance to see whether their products are End-User Friendly.”

“Both the new test and the results are industry firsts and I invite everyone to review these results that independently contrast ByteShield and other DRM vendors,” said Jan Samzelius, ByteShield CEO. “Users’ frustration with today’s user-unfriendly anti-piracy systems (software copy protection or DRM) and the developers’ and publishers’ frustration with the unintended negative impact on end users have opened the market for new innovations. ByteShield, developed by gamers for gamers, has turned these issues 180 degrees and made them competitive advantages through a novel approach and design that makes DRM work for all involved (that is, except the crackers). For example, ByteShield insists on full disclosure/transparency to users while offering many key user friendliness features, including unlimited installs, offline use, no hidden files, one-time activation, and full and clean uninstall. With ByteShield, users have an un-intrusive and convenient experience and publishers have an easy to implement and flexible protection solution which also provides sales and usage data. Crackers have a significantly greater work effort.”

[ByteShield](#) has now protected over 100 games proving market acceptance and is a low cost choice for Game Developers, Publishers and Digital Distributors. Thus, no need to use solutions that infuriate gamers. Contact ByteShield at info@byteshield.net to start a free trial on either a free game or on your game to test ByteShield’s user friendliness for yourself.

About ByteShield

ByteShield’s unique approach to DRM and copy protection provides users with a transparent, safe and un-intrusive solution while giving PC game and PC applications developers, publishers and distributors flexible licensing management with a high level of protection. ByteShield’s proven technology has received customer and industry accolades from organizations such as PRISM/RYG, a gamers group for sensible DRM solutions, who has tested and [endorsed](#) ByteShield’s solution. ByteShield has four patents pending in DRM and copy protection and won the 2009 ‘Most Innovative Software for the Software Industry’ [award](#) by SoftwareCEO/CompTIA. ByteShield, Inc. is a privately held California corporation, established in 2004, and headquartered in San Francisco. To find out more, visit www.ByteShield.net or call +1 415 420 6636.



About the PRISM/RYG

[PRISM](#), which is an acronym for Players Resisting Invasive Security Measures, is an independent forum site dedicated to discussing the in and outs of various DRM solutions. The forum, which was initially founded by a handful of Sims 2 players, started by providing tech support on SecuROM issues but the scope of PRISM has continued to grow, and now has many on-going discussions on a number of topics. Reclaim Your Game ([RYG](#)) is PRISM's informational site dedicated to articles and educating gamers about the in and outs of DRM and related topics such as online distribution.

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