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## ByteShield™ Software Activation Management Selected as a Finalist in 'Most Innovative Software for the Software Industry' Award



**'Top marks for innovation ... this applies to every software firm shipping a product'**

San Francisco, CA, May 27, 2009 – [ByteShield](http://www.byteshield.net) Inc., a leading provider of user and developer friendly software activation management, today announced that it has been selected as a [finalist](#) in the 'Most Innovative Software for the Software Industry' award category of the 2009 SoftwareCEO Software Innovation Awards of the Computing Technology Industry Association (CompTIA).

"The SoftwareCEO Software Innovation Awards acknowledge innovative software products and new business models so we are delighted that ByteShield's innovation has been prestigiously recognized," said Jan Samzelius, ByteShield CEO. "End-user (application users and gamers) frustration with the negative impacts of previous software anti-piracy systems (digital rights management (DRM) or copy protection) and software/game developers/publishers frustration with their overall ineffectiveness against piracy have opened the market for ByteShield's innovation – a completely novel approach and design which make DRM work for all involved, except the hackers/crackers."

Specific comments by the judges on ByteShield Software Activation Management, include:

- "in scope this applies to every software firm shipping a product...."
- "this seems to be a market driven by better mousetraps, and ByteShield is making inroads ..."
- "top marks for innovation; this offers technical and business model breakthroughs."

The winners will be awarded at a special online award ceremony on June 18.

### **About ByteShield**

Users' frustration with today's user-unfriendly anti-piracy systems (copy protection or DRM) and the developers and publishers frustration with these systems' ineffectiveness against piracy and unintended negative impact on end users are opening the market for new innovations. [ByteShield Software Activation Management](#) turns these issues 180 degrees through a completely novel approach and design and makes DRM work for all involved (that is, except the crackers). With ByteShield, Users have an un-intrusive and convenient experience instead of the opposite from other DRM solutions; Publishers have an easy to use and flexible protection solution which also provides sales and usage data; Crackers have a significantly greater work effort! ByteShield, Inc. is a privately held California corporation, established in 2004 and headquartered in San Francisco, California. To find out more, visit [www.ByteShield.net](http://www.ByteShield.net) or call +1 415 420 6636.

### **About SoftwareCEO.com**

SoftwareCEO is a resource-packed electronic newsletter and web portal built by software executives for software executives. It's the software industry's "Page One" for information and advice on software marketing, software sales, software business, software pricing and financing, and software services. For more information, visit [www.softwareceo.com](http://www.softwareceo.com).



**About CompTIA**

The Computing Technology Industry Association (CompTIA) is the voice of the world's \$3 trillion information technology industry. CompTIA membership extends into more than 100 countries and includes companies at the forefront of innovation; the channel partners and solution providers they rely on to bring their products to market; and the professionals responsible for maximizing the benefits organizations receive from their technology investments. For more information, please visit [www.comptia.org](http://www.comptia.org).

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