



StarForce Launches New Universal Software Protection Platform

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Elegant New Universal Software Protection Platform Helps to Manage and Control all Protection Projects in a Single Multifunctional Solution

SAN FRANCISCO, CA — A worldwide leader in software protection and licensing technologies, **StarForce** (www.star-force.com) announces its highly anticipated commercial release of StarForce **Protection Studio**, a new universal software protection platform designed to allow software developers and publishers more efficient management and control over all protection projects in a single, elegant and multifunctional solution.

The product is targeted at various groups, including developers and publishers of PC games and edutainment (traditionally shipped on optical media), business software providers who deliver their software via the Internet, special-needs software developers releasing their applications in small batches, software distributors and Internet shops.

"StarForce created *Protection Studio* following extensive research into software protection market demands, finding that, in overwhelming numbers, customers required a flexible system that would provide both licensing and protection features. We believe that *Studio* is a groundbreaking and truly unified control center," comments StarForce CEO **Michael Kalinichenko**, "providing effective tools to streamline the protection implementation process as well as assisting responsible managers in the spending reduction of two of their most important assets: time and money."

"The protection implementation process can be a complex one, consisting of several steps that require knowledge and experience in both technical as well as commercial aspects," says **Oleg Salyakhov**, Technical Director of StarForce. "Thus, the stages of the entire process are often shared between several responsible people within the project group. The architecture of the StarForce *Protection Studio* is therefore designed to help organize the protection application workflow in the most convenient way, and also provides advanced tools to coordinate those different work phases."

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Protection Studio goes further than being just a copy protection solution. As a comprehensive protection platform, it includes superior code protection, advanced anti-emulation, and flexible activation and licensing technologies combined into a single easy to manage solution. A customer simply selects a solution matching the company's specific needs, and proceeds from there.

Along with its superb product use control features, the protection provides a wide range of business development opportunities. Activation and licensing technologies open up additional marketing possibilities, including license distribution control, product activation statistics, market demand research, client promotion and much more.

StarForce *Protection Studio* is built on a comprehensive approach to a software product protection, which, based on the company's seven-year experience in heavily pirate d IT-markets, has proved to be effective in USA and EA countries as well. StarForce supports protection on every stage of the product development cycle, be it beta, demo, a localized version, a release or an update. Moreover, *Protection Studio* features MMO games and Internet sales protection and supports both the on-demand and buy-and-download schemes.

For more information on the commercial release of the StarForce *Protection Studio*, please visit www.star-force.com. Meanwhile, to discuss and display the formidable capabilities of its new StarForce Universal Software Protection Platform, StarForce Technologies will be appearing at **E3** (the Electronic Entertainment Expo) in Los Angeles, California (Booth #7522), from **May 18-20, 2005**.

About StarForce Technologies (www.star-force.com)

With offices in San Francisco, Beijing, Moscow, and Cyprus, StarForce Technologies is a leading international provider of software protection solutions designed to fight piracy and assist software developers and publishers -- to both effectively protect their intellectual property and safeguard their revenues. The company is recognized among industry professionals for its state of the art software- and hardware -level encryption technologies. StarForce Technologies provides a broad range of high-quality and cost-effective protection and licensing solutions for business, educational, and entertainment applications. The company's corporate headquarters are located in Moscow, Russia.

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StarForce's list of clients includes such big -name software providers as Codemasters, Cenega, CDV Software AG, DreamCatcher, HIP Interactive, Koch Media, Microids, Ubisoft and many others.

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StarForce Protection Studio (Box Shot)

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