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## **METAFORIC TAKES ON 'HACKERS'**

*New Company Launch Signifies Second Commercialisation Deal For ITI Techmedia*

ITI Techmedia has reached another commercial milestone with the signature of an exclusive licence to a key element of the technology from its Online Games Development R&D Programme. Metaforic, provider of anti-tamper solutions, enters the software protection market with the launch of its unique 'Metafortress' anti-hack solution. The company has deployed ITI Techmedia's technology platform to offer high performance security solutions, designed to protect the software industry from attacks, which currently cost companies around US\$40 billion every year.

Headquartered in Glasgow, Metaforic was founded by software start-up veterans Andrew McLennan (CEO), Linda MacKellar (COO) and Neil Stewart (CTO). The company provides anti-hacking products to protect software applications, Digital Rights Management (DRM) systems, client applications and licence management systems. Metafortress adopts the novel approach of 'protecting the protection' by utilising a huge network of interleaved checks. This easy-to-use solution is complementary to existing systems and will vastly increase security for the computer game publishing and software markets. Potential customers for such technology include some of the world's largest enterprise software providers with market potential estimated in excess of US\$1bn by 2010.

Terry Hurley, Managing Director of ITI Techmedia, commented: "Our Online Games Development R&D Programme offers a range of commercial opportunities, of which this will be first to reach the market. I am particularly pleased that this technology has enabled the start up of a new Scottish company, which has been formed to exploit this novel intellectual property from the ITI. I also want to applaud the achievements of the Metaforic team who have worked tirelessly to bring this to fruition. Without doubt these achievements prove what the ITI model set out to create and has helped to put Scotland in a great position to be at the forefront of this innovative and exciting market."

“We’re delighted to have signed this deal with ITI Techmedia. The platform, which has been created, is second to none and gives us an excellent opportunity to bring to market an anti-hack solution that will help in the fight against software piracy,” enthuses Metaforic CEO, Andrew McLennan. “As a new company we’ve planned an ambitious growth strategy and anticipate that our hard work in the security industry and the high quality protection that Metafortress provides will lead to a significant presence in the market place.”

Welcoming the announcement, Enterprise Minister, Jim Mather said “The platform technologies developed through ITI Techmedia’s Online Games Development programme offer significant commercial opportunities for Scotland. Through Metaforic, there is an opportunity to push forward the boundaries of IT security and to see Scotland well placed to capitalise on the rapidly expanding global market for these solutions. I wish Metaforic every success for the future.”

ITI Techmedia is investing £5.35m in the R&D Programme to investigate and address the requirements of game developers facing the unique challenges posed by online game design. As well as addressing issues of software security, the R&D is also exploring solutions to the problems of game design, networked gaming and content creation.

### **Editorial Contacts**

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Interviews, photography and further information on Metaforic are available from Shelley Green and Martin Brindley at MCC International.

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## About Metaforic

Headquartered in Glasgow UK, Metaforic develops anti-hacking products to protect software applications, DRM systems, Client Applications and Licence Management Systems for the computer game publishing and software markets. The company's anti-tamper product 'MetaFortress' armours applications from the inside out, preventing and protecting against all forms of tampering, piracy and hacking attacks. Metaforic's revolutionary software is easy to use and offers extreme protection with near zero performance penalty. Metaforic has the ability to protect against the most sophisticated hacker attacks, including memory breakpoint attacks, hardware breakpoint attacks and simulation attacks. Unlike other solutions on the market, MetaFortress protects the whole application, preventing a weak spot or unprotected code being used as an attack vector.

## About ITI Techmedia

ITI Techmedia is a commercial organisation focused on driving sustainable economic growth in Scotland, through the ownership of commercially targeted R&D programmes that deliver world-class intellectual assets. It identifies technologies required to address future global market opportunities, then funds and manages R&D Programmes and the subsequent commercial exploitation of new intellectual property (IP).

Further information is available on the website: [www.ititechmedia.com](http://www.ititechmedia.com).

