

## PREMIUM ENTERTAINMENT CONTENT MOVES TO SD

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Flash technology is a critical part of the emerging of digital entertainment content distribution. With inherent security, portability and the capacity options of SDHC and SDXC, SD cards are optimized for distribution and playback of protected content—movies, TV shows and games. Using the GreenPlay format, flash integrates easily into a retail content distribution ecosystem, enabling portability of high quality content playback on PCs, smartphones, home media, and various other devices. From ICs to products, playback devices and retailers, the industry can work together to support the adoption of flash memory as the premium storage technology for widespread consumer adoption of digital entertainment.

Joe Zipperer has deep expertise in software development with a focus on securely connecting embedded devices over various networks. Prior to MOD he was the director of engineering at WatchGuard Technologies, where he managed the creation of network security software and multiple hardware platforms, cloud software for real-time Anti-virus and anti-spam updates, and management software. He has held senior engineering positions at Cosant and Tegic Communications, where he created software for mobile phones including T9 text input and AOL instant messenger SDKs. A vigilant advocate of solving challenges for the customer, Joe has a proven track record of delivering quality products that are continually measured for effectiveness and engineering excellence.

Copies of the presentation are available at [http://modsystems.com/resource\\_center](http://modsystems.com/resource_center)

MOD Systems has developed the first content distribution system that enables retailers to deliver digital entertainment to consumers through interactive self-service kiosks using Secure Digital (SD) cards. Using the solution, consumers can purchase or rent from thousands of always-in-stock new release and catalog video titles, TV shows and MP3 tracks, quickly download to re-useable SD card media and flash drives, and play back on a variety of consumer devices.