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## CRAM WORLDWIDE IS UNVEILING “VENU,” AN ENTERTAINMENT GAME CHANGER, AT CES

Las Vegas, NV – January 09, 2012 – CRAM Worldwide, LLC., today unveiled Venu, a portable entertainment gateway of mind bending capacity. CRAM Worldwide, LLC., located in CES booth # 73308, is demonstrating the product throughout the 2012 International CES.

Venu is the world's first portable home entertainment system that uses high capacity secure hard drives to deliver entire libraries of content to your home. The Venu media player gives you hundreds of movies, thousands of songs, entire television series, all in the highest definition, instantly, to your smart phone, tablet, TV, computer or other device. Venu is completely portable and provides an “untethered” content solution; it streams entertainment locally from the secure, removable cartridge. “Venu is the future of entertainment. It delivers quality, choice, convenience and portability. This is a game changer in how entertainment is delivered,” said Keith Pagan, Chief Marketing Officer and former Disney Executive.

Venu is a subscription-based service that, in exchange for a small monthly fee, offers consumers virtually limitless content. Users can choose to stock their libraries by ordering online and having their choices streamed to them or by mailing in their drive, after which they will receive a new drive loaded with their selections. Once they have their library of content they can use ThoughtFlow™ technology to search their library and choose a selection. With ThoughtFlow™, compounding weighted parameters shift with each click allowing the consumer to find new content based on previous selections.

Venu is also secure. Venu is tamper respondent and tamper evident, which means any attempt to bypass its security results in immediate cryptographic disk erasure within milliseconds. Matt Fairchild, Chief Technology Officer said: “If my mom can steal content, the industry has a problem. CRAM’s security components are Department of Defense NSA Type-1 qualified. My mom has a problem now. “

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CRAM is currently signing up the first 10,000 users to preview Venu. CRAM anticipates that Venu will be available for consumers in the second half of 2012. To see and experience Venu while at CES, stop by booth #73308 located in the Eureka Park Techzone at the Venetian.

CRAM Worldwide is lead by a seasoned team of executives from the technology, software and entertainment industries, among them former executives from CBS News, Scripps, Sony, Best Buy, Food Network, Disney, HP and Hardcore Computer.

CRAM is the information security industry's leading platform for secure digital content delivery. Headquartered in White Bear Lake, Mn., CRAM provides a portable content device and security application to entertainment content publishers, educational institutions, government agencies, medical and healthcare companies. To learn more about CRAM visit [www.cramworld.com](http://www.cramworld.com), read the security blog: <http://www.cramworld.com/it>, read the entertainment blog: <http://cramworld.com/aroundtheworld>, or follow on Twitter @CRAMWorldwide.

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