

## **Anthony J. Wechselberger**

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### **BROADBAND & MULTIMEDIA STRATEGY & TECHNOLOGY**

Executive leadership in industrial and consumer communications systems/networks: Business development, technology/R&D management, technical and strategic marketing, domestic and international markets. Focus on broadband/multimedia system and networking solutions for content management, distribution, consumption. Specialist in content security and digital rights management as applied in distribution, storage and rendering.

Extensive experience as a technology and business management consultant and testifying expert to the legal community (case listings, references available). Federal District and International Trade Commission experience.

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### **ACCOMPLISHMENTS**

- Developed successful consulting business offering a variety of technical, strategic, management, business development, intellectual property and expert witness services.
- Lead security architect to the six major Hollywood studios for specification of security for Digital Cinema.
- Led strategic planning and technical marketing campaign resulting in TV/COM emerging as the first US supplier of end to end digital television compression systems for major operators in Europe.
- Directed numerous large development programs employing leading edge technology, and successfully executed make vs. buy and partnership programs to meet requirements.
- Developed, patented and applied fundamental symmetric-key encryption technology now employed throughout the broadband/broadcast world.

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### **EXPERIENCE**

#### ***Entropy Management Solutions, President (Current)***

Broadband and multimedia consulting services. Specializing in technology strategy and management (identification and development of core technologies, IPR leveraging, positioning, make/buy/partner), business and strategic planning, value creation and market development. Satisfied clients in content security, content delivery networks and systems, intellectual property management, digital rights management, technology management and planning.

- Active in Digital Cinema security standards development: Consultant to "6 Majors" DCI studio consortium, former chair of SMPTE DC28 Security and Key Management Ad Hoc.
- Consultant to major SI Valley entity sponsoring the development of an IPR-free DRM solution.
- Security infrastructure planning for theatrical and post-theatrical digital content distributors.
- Security review and enhancement plan for digital high definition hospitality video on demand network.
- Windows Media DRM compliance evaluation for wireless phone Music on Demand service
- Perform set top box evaluations of logical and physical security robustness & copy protection compliance.
- Architectural and system security/DRM design for wireless media player.
- Corporate advisor to supplier of cable audience measurement data (business and technical development).
- Assisted broadband conditional access supplier in evolving security technology into the IP & multicast space.
- IPR assertion project manager for European conditional access technology company (8 actions pursued/settled).
- Provided numerous technical expert & consulting services for legal community.
- Numerous technology evaluations for various entities for purposes of market expansion, partnership evaluation.

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#### ***TV/COM International Inc., Subsidiary of Hyundai Electronics America***

##### ***Vice President of Product Management 1997-1999***

Business management for company's product and system solutions: Competitiveness of product mix, contract compliance, margin definition/maintenance, product marketing, customer support/field service. Cross-functional direction of third party customer relations, contract administration, product life cycle processes, IPR licensing.

**General Manager, Conditional Access Business Unit 1995- 1997**

Business head for the "Control and Conditional Access Systems" group, a P&L unit to develop, market, and support computerized network control and encryption-based broadband security systems for international cable, satellite and wireless/broadcast applications ("AlphaStar Television Network" and German "DF1" BetaCrypt DBS networks).

**OCI Communications Inc./ TV/COM International 1990-1995**

**Vice President and Chief Technical Officer**

Defined technical strategies and core technologies, rebuilt technical operations group (50 to 150), established cross functional team organization and formal project management disciplines. Formulated roadmap into digital television, and participated in realizing strategic partnering objectives (Nokia, C-Cube, Fuba, BetaTechnik, Irdeto). Participated in international standards and establishment of European and North American beachhead accounts.

**OAK Communications, Inc., Division of OAK Industries, Inc.**

**Senior Vice President, Domestic Operations 1988-1990**

Managed US operations for OAK Communications: Technical operations, marketing and sales (revenue capture, account management). As part of three member executive team, executed OCI's divestiture from OAK Industries.

**Director Engineering, VP Engineering, VP Tech Ops 1982-1988**

Managed engineering, technical marketing and sales, field operations, factory liaison (Taiwan). Developed the industry's first widely deployed consumer systems employing encryption security for satellite, cable and broadcast.

**OAK Industries, Inc. 1980-1982**

**Member, Corporate Advanced Technology Group**

Research, simulation and prototyping of technologies in support of OAK's broadcasting businesses. Explored advanced control and digital coding systems for scrambling, compression and transmission of audio and video, and developed/patented the industry's first hard encryption key management and control methodologies for broadcast.

**General Dynamics, Electronics Division 1974-1980**

**Senior Engineer/Project Engineer**

Aerospace Engineering: communications, embedded processing, digital signal processing for portable man/aircraft wargame instrumentation, moving target indicator (MTI) digital radar, Global Positioning System receivers.

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**EDUCATION**

Executive Program for Scientists and Engineers	University of California, San Diego	1984
Master of Science, Electrical Engineering	San Diego State University	1979
Bachelor of Science, Electrical Engineering	University of Arizona	1974

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**OTHER**

*Publications/Presentations:* Numerous technical and marketing presentations, publications and panels in the fields of cable and satellite broadcasting, standards development, broadband, Internet and digital cinema security.

*Patents/Applications:* "Storage & Delivery of Electronic Media with Advertising" US Pat App 10/028,013, and provisional following App 60/38,008, both Dec 2001. "Anonymous Transactions Over a System of Networked Computers" US Pat App 09/654,662. "Multilayer Encryption System for the Broadcast of Encrypted Information", U.S. Pat. No. 4,531,020, July 1985. "Universal Decoder", U.S. Pat. No. 5,113,440, May 1992.

*Memberships (past/present):* Society of Cable & Telecommunications Engineers, Society of Motion Picture and Television Engineers, Advanced Television Systems Committee, Organization for International Standardization, Institute of Electronic & Electrical Engineers.

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