



Neuros Technology Creates Unlocked Media Trademark to Promote DRM Free Media

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Consumer Electronics Manufacturer [Neuros Technology](#) has created the [Unlocked Media](#) brand to create a consumer friendly trademark out of the abstract idea of “DRM Free” media. The concept of Unlocked Media is discussed and demonstrated in a series of videos used to promote the concept of media that can be stored and played virtually anywhere.

The concept behind the Unlocked Media trademark is that it be made available for free to any entity that uses media using open standard technology which is available to all on a non-discriminatory basis. Ultimately, Neuros is looking for an independent third party to administer and manage this mark. “The Unlocked Media definition was chosen very deliberately to stand for a consumer benefit. The point of this mark is not to make a political statement, but to promote the fact that unlike DRM'd media, Unlocked Media can be played and stored virtually anywhere” Said Neuros Outside Counsel Andrew Gray. “As an example, although controversial, we included patented technologies in the definition because the mark is intended to mean compatibility with existing devices like the iPhone.”

Neuros hopes to start a grass roots effort to promote the Unlocked Media brand that can unite all the organizations that create devices that create unlocked media and stores that sell it. “Big Media is waging a strong campaign to convince our legislators to pair down our digital rights and outlaw many technologies to create Unlocked Media.” Said Neuros CEO Joe Born “We need a shorthand to rally citizens and fight back”

About

Neuros Technology Intl, LLC

Neuros is an open source consumer electronics manufacturer focused on digital media products including the [Neuros OSD](#) and [MPEG-4 Recorder](#) that make it easy for consumers to play their video and other content on a wide variety of portable and home devices. Neuros open product development methodology allows it to draw help from its worldwide community of users and open source developers. This methodology allows the products to be continually enhanced to improve ease of use, compatibility and protect users from obsolescence. Additional information can be found at www.neurostechnology.com

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