



Content Protection • Revenue Protection

Encryptonite™ CA/DRM System

Our open platform, CA/DRM software system keeps key management out of the set top box or other decryption device. The client does not store content keys in the device, eliminating cloning and key decompiling opportunities. Our open platform system is strong enough and flexible enough to secure content to the most advanced PVRs, mobile phones, hand held receivers and PCs.

Hollywood and international content suppliers approve of our technology and sell high-value content to our existing customers. We can also help you obtain content through our Business Development Team.

The Encryptonite™ System, featuring our ultralight-weight client, is extremely resource efficient, assuring low operation costs. Encryptonite also adds minimal overhead to content delivery. And Set Top Box and Middleware vendors find our product very easy to integrate with, decreasing deployment time. Our Engineers provide excellent deployment and Customer Service and are helpful and knowledgeable. SecureMedia is a partner you can trust in the long term.

About SecureMedia

SecureMedia Customers include Sony, NTT, Softbank/Yahoo!, Cavalier Telephone, China Data Broadcast Network, Infinite Video, Equator Technologies and Texas Instruments. We also work with a number of industry-leading partners including Calix, Kasenna, IBM, SeaChange, Tut Systems, Entone, Envivio, Microsoft, Oregon Networks, Amino, Thomson, Pace, BAST/Tcom and others. Most importantly, we have strong support for our technology from HBO, Universal Pictures, Sony Pictures, Warner Brothers, DreamWorks, MGM and UIP. SecureMedia is headquartered in Boston, MA, USA.

SecureMedia, Inc., One Apple Hill, Natick, MA USA 01760

Tel. +1 (508) 651-3433

Fax +1 (508) 651-0486

Info@SecureMedia.com or visit us at www.securemedia.com

SecureMedia is a registered trademark and Encryptonite is trademark of SecureMedia, Inc.



Content Protection • Revenue Protection

The SecureMedia Encryptonite System™

SecureMedia's Encryptonite™ System is an open platform Digital Rights Management/Conditional Access system designed for video-on-demand, broadcast IPTV, and other digital content delivery applications. Encryptonite? provides persistent cryptographic protection of digital content from its source to point of consumption while enforcing consumer's usage rights to content. Compared to other DRM/CA products on the market, the Encryptonite System provides the highest level of content security with the lowest cost of implementation and operation.

Open Platform Solution

- Media type and format agnostic
 - MPEG-1/2/4, H.264/AVC
 - Proprietary formats (On2, Real, WindowsMedia 9)
 - MP3
- Runs on a variety of hardware and OS platforms
 - Client - portable C-code; Linux, Risc OS, VxWorks, Nucleus, Win32, WinCE
 - Server - Linux, Solaris, Windows
 - Extensible. Can operate with a mix of encoders, servers, players and set-top boxes
- APIs to integrate with 3rd party applications
 - Middleware, subscriber management, e-commerce, etc.
- Supports all distribution modes
 - Streaming, download, live broadcast, peer-to-peer, physical media

High Security Indexed Encryption-

- Standards-based
 - RC4 (RSA) used for content data encryption. AES, 3DES or DVB-CA may be substituted.
- Unique encryption of each video frame/data packet
 - Renders content files virtually "un-hackable"
 - Allows for secure content storage in the home
- Bit-for-bit data payload encryption
 - Original file structure maintained
 - No data expansion
- Intelligent decryption-key generation
 - Minimizes bandwidth for key delivery and processing at client for cost saving

Streamlined Rights Management

- Server-based rights control
 - More secure and manageable than controlling rights on the client
 - No rights or keys ever stored on client
 - Instant revocation capability
- Supports multiple business/consumption models
 - Time-based rentals, pay-per-view, subscriptions, etc.

Cost Effective Operation

- Low Overhead
 - Virtually no impact on basic video delivery process
 - Minimal bandwidth required for key delivery
- Lightweight, processor efficient decoder
 - Small client software footprint
 - Uses minimal processor power for multi-Mbps video stream decode

SecureMedia's Encryptonite System satisfies content owner needs for strong security while providing service providers efficient, low cost DRM/CA operation.

SecureMedia, Inc., One Apple Hill, Natick, MA USA 01760

Tel. +1 (508) 651-3433

Fax +1 (508) 651-0486

Info@SecureMedia.com or visit us at www.securemedia.com

SecureMedia is a registered trademark and Encryptonite is trademark of SecureMedia, Inc.