



Axinom SILVERHD DRM

Product Fact Sheet

Your Professional Platform for State-of-the-Art Content Protection

Axinom SILVERHD DRM

Axinom SILVERHD DRM, built on Microsoft Silverlight and PlayReady DRM, is a multiple content protection suite of products for management, distribution, and consumption of protected content like on-demand and live streaming video.

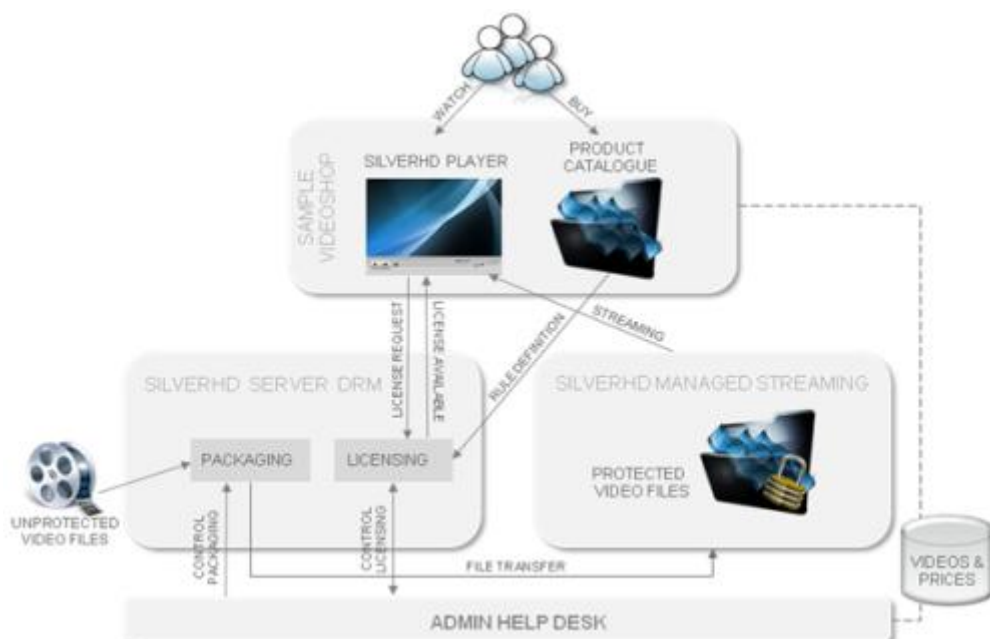
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Building on the proven reliability of Windows Media DRM, Microsoft PlayReady is the next generation technology for protecting content with AES-standard encryption. With SILVERHD DRM, powered by PlayReady, you can ensure your assets are protected on the server and all the way through playback in Silverlight on both Mac and Windows PCs.

The Axinom SILVERHD DRM suite of products enables a comprehensive and seamless workflow for Digital Rights Management: from video encryption through rule based license management, and online shop integration to sophisticated end user frontends featuring advanced Silverlight Players.

The suite consists of the following list of products that can be used stand-alone or in combination to implement tailored Microsoft PlayReady DRM solutions that perfectly meet your needs:

- SILVERHD Server DRM
- SILVERHD Player DRM
- SILVERHD Managed Streaming
- SILVERHD Administrator Help Desk



SILVERHD DRM components and how they connect

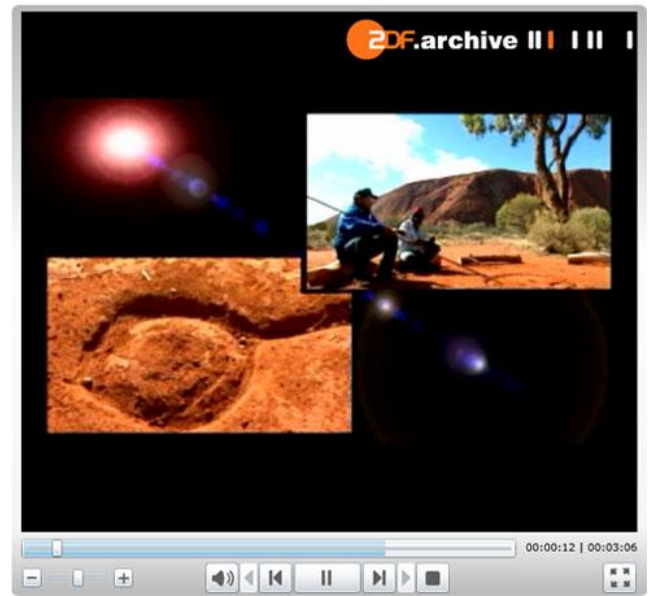
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SILVERHD Server DRM

SILVERHD Server DRM allows you to encrypt unprotected files and issue DRM licenses.

Key features:

- Packaging system for PlayReady encryption of unprotected files
- Licensing system for issuing PlayReady licenses
- Support for streaming and progressive download
- DRM rules management
- Multi-tenant capability
- User & token management
- Logging and reporting
- Geoblocking
- Supported business models:
 - AVOD (Ad based)
 - TVOD (Pay-Per-View)
 - SVOD (Subscriptions)
 - Download-to-rent
 - EST (Electronic-sell-through / Download-to-own)

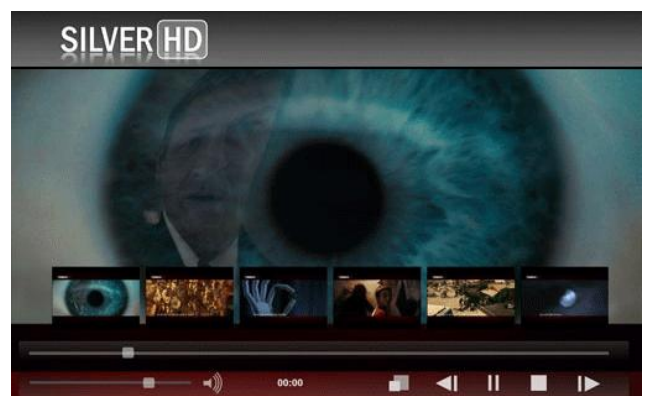


SILVERHD Player DRM

A Silverlight Player able to manage PlayReady protected videos and communicate with SILVERHD Server DRM. SILVERHD Player DRM allows you to engage your customers in your brand and content with rich media, high performance graphics, and animations.

Key features:

- Integration with SILVERHD Server DRM
- Streaming and progressive download
- 3 different themes
- End user machine system check
- Playlist management
- Support of HD standards: VC-1, Windows Media, and unprotected H.264
- Compatible with Windows Media DRM
- Delivered in source code
- 100% brandable



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SILVERHD Managed Streaming

SILVERHD Managed Streaming allows you to manage your protected files and stream them to your audience.

Key features:

- Streaming, smooth streaming and progressive download
- File storage and management
- Integration with SILVERHD Player DRM
- Communication with SILVERHD Server DRM
- Hosted solution running in Axinom's highly secure data center

SILVERHD Administrator Help Desk

This component allows you to control packaging and licensing. It gives the user the possibility to check the process and indicate the potential problems at an early stage.

Key features:

- DRM control for administrator
- Integration with SILVERHD Server DRM
- Customizable interfaces to product catalogue and video store



For more information visit www.silverhd.net !

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