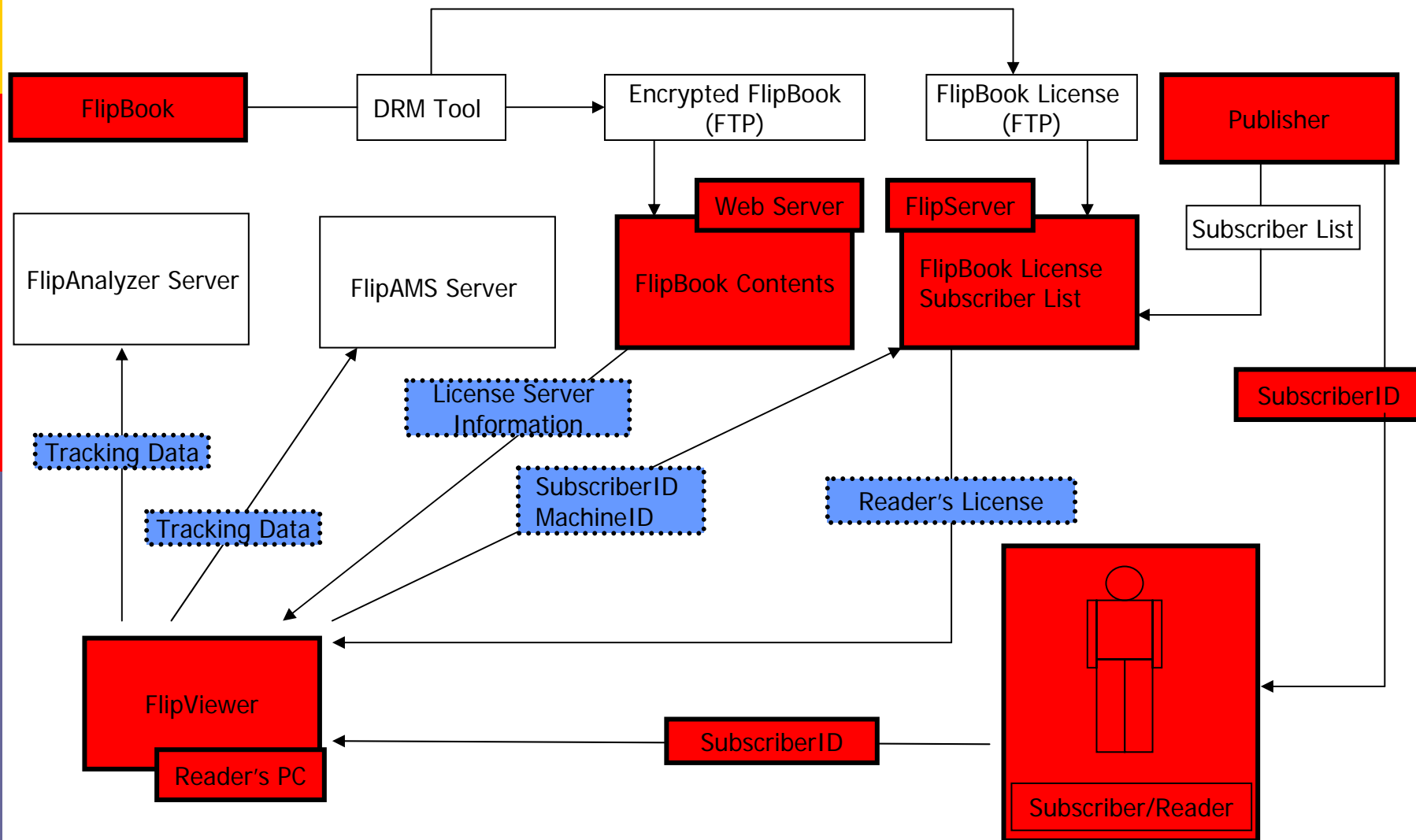

DRM Solution

Implementation Overview





DRM Solution

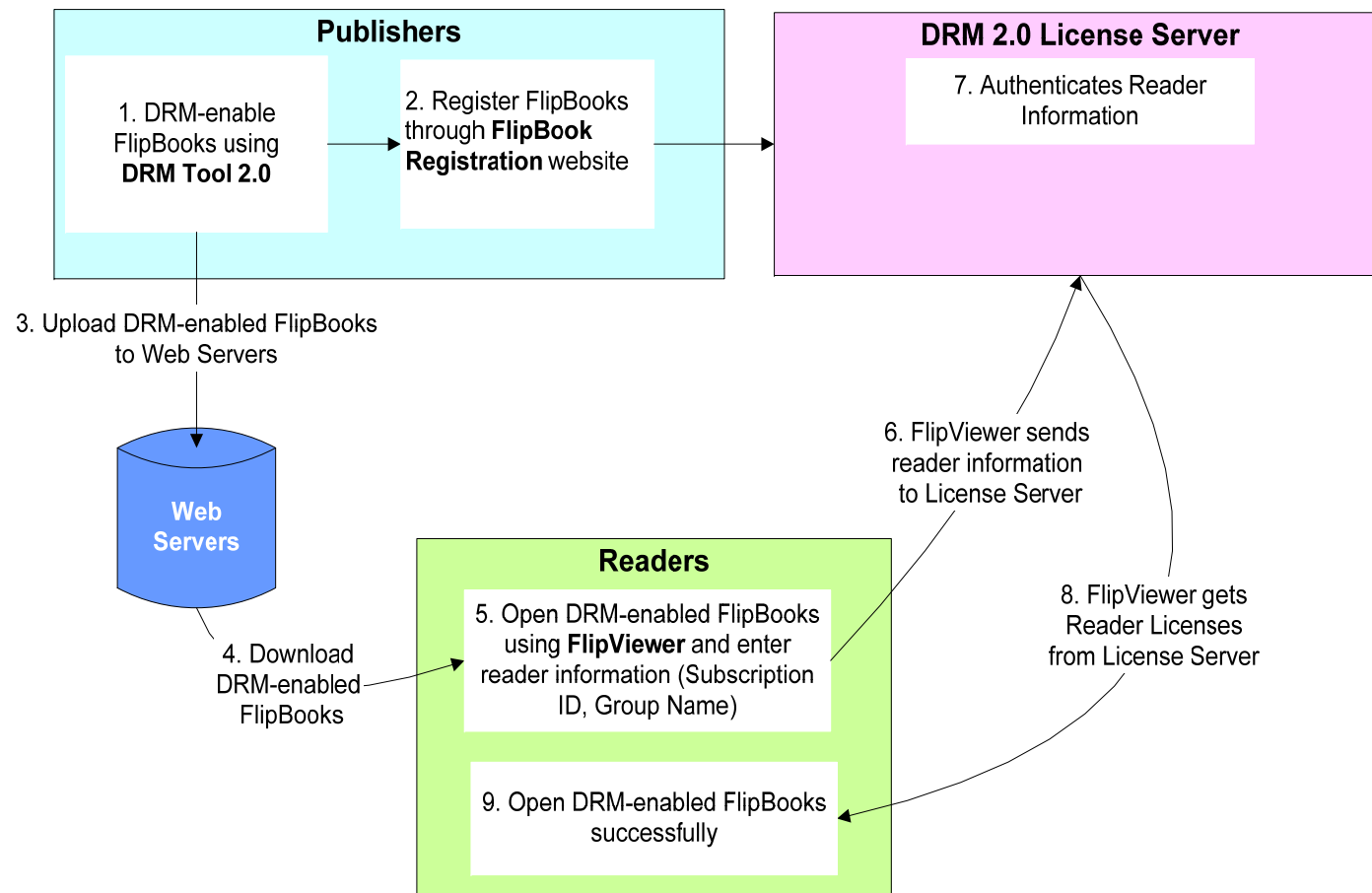
DRM solution to safeguard content provider's intellectual properties

- Security goes down to individual level
- Flexible – a few types of permission settings
- Covers online and offline content
- Set different access rights for different books
- Document delivery acknowledgment with date/time stamp

DRM Components

- License Server – stores FlipBook licenses and subscriber IDs, authenticates readers, issues reader's licenses
- DRM Tool – encrypts FlipBooks, sets permissions and generates FlipBook Licenses
- FlipViewer – communicates with License Server to get the decryption information

DRM 2.0 General Workflow





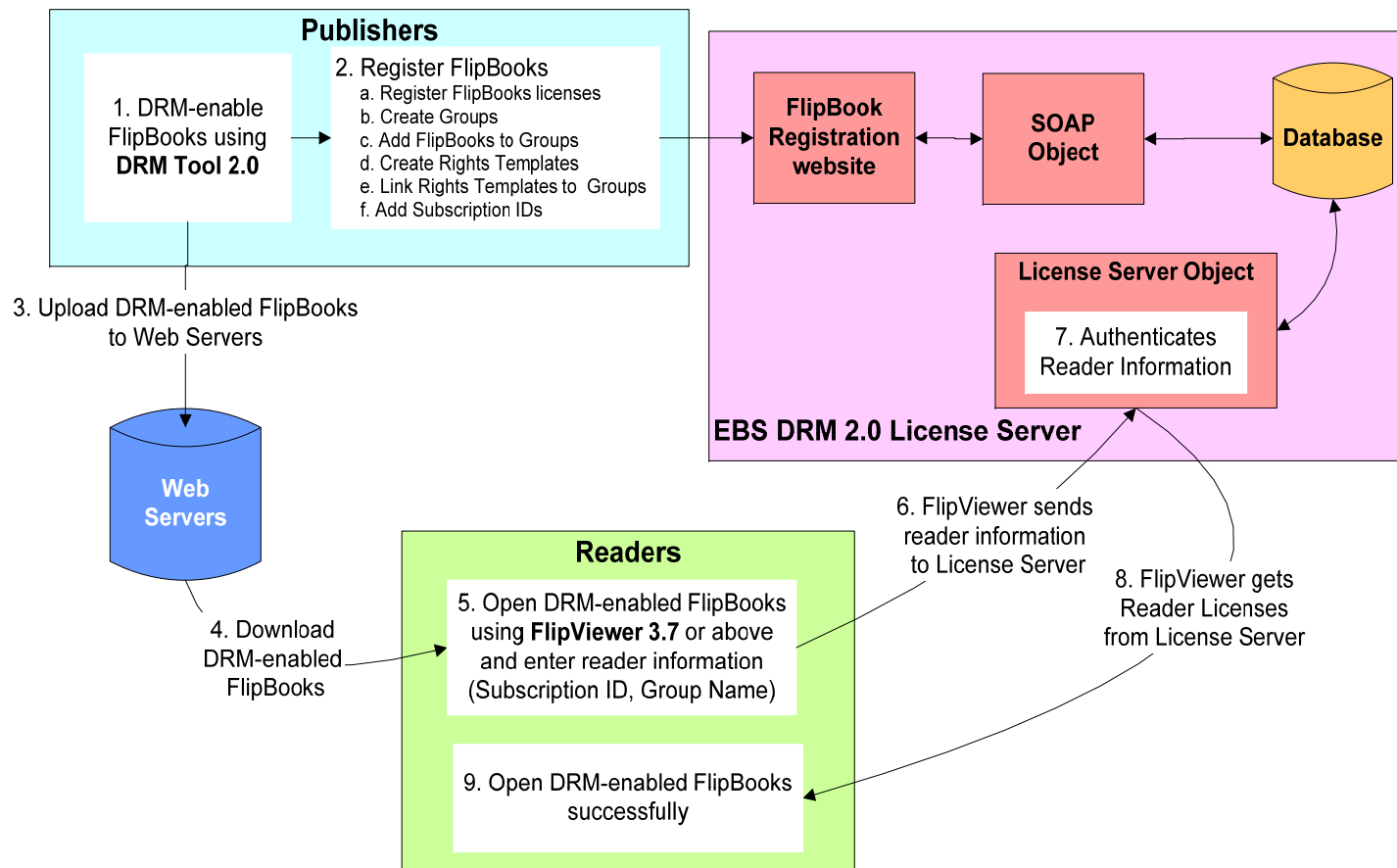
DRM 2.0 Fulfill Three Business Models

- Sale
 - No expiry

- Book-based subscription
 - Each month publisher adds a book into the group
 - After 1 year, reader discontinue subscription but still able to read past issues

- Time-based subscription
 - SBMM business model – Library

DRM 2.0 Technical Overview





Group Subscription Types

- Sale Mode
 - Book Time Limit - no
 - Subscription Period - no
 - Publication Date - no

Book Time Limit : No Limit

Subscription Period : No Limit

License Time Limit : No Limit

Group Subscription Types

□ Book-based Subscription

- Book Time Limit - no
- Subscription Period - yes
- Publication Date - yes

Publication Date
1 June, 2005



Book Time Limit : No Limit

Subscription Period: 1 May, 2005 to 1 Sep, 2005

1 May, 2005

1 Sep, 2005

License Time Limit : No Limit



Group Subscription Types

□ Time-based Subscription

- Book Time Limit - yes
- Subscription Period - yes
- Publication Date - no

Book Time Limit : 1 Jan, 2005 to 1 Dec, 2005

1 Jan, 2005

1 Dec, 2005

Subscription Period: 1 Apr, 2005 to 1 Apr, 2006

1 Apr, 2005

1 Apr, 2006

License Time Limit : 1 Apr, 2005 to
1 Dec, 2005

1 Apr, 2005

1 Dec, 2005



DRM 2.0 New Rights

- Request reader license each time opening FlipBook
 - Readers will always get latest reader licenses
 - Good for cyber-café book rental purposes

- Check server time: Anti-clock changing measure
 - Yes: Readers must have Internet connection, else cannot open books (i.e. Tighter expiry checking)
 - No: If readers have Internet connection, FV will do checking with License Server, else still can open books