



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 / Windows Media 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 these products that can be used stand-alone or in combination to implement tailored Microsoft PlayReady DRM and Windows Media DRM solutions that perfectly meet your needs:

- SilverHD DRM Server
- SilverHD DRM Player
- SilverHD DRM Encryption
- SilverHD Managed Streaming

The screenshot shows the Media Markt website's 'Videodownloadshop' section. At the top, the Media Markt logo is displayed with the slogan 'Ich bin doch nicht blöd.' and a large 'RUNTERLADEN GEHT SO!' banner. Below the logo, there are navigation tabs for 'Start', 'Angebote', 'Kaufberatung', 'Downloads', 'Märkte', and 'Service'. The main navigation bar includes 'Musik & Hörbücher', 'Filme & Serien', and 'Software'. The central focus is the 'Videodownloadshop' banner, which advertises 'Über 1000 Filme ab je nur 0,99'. Below this, there are tabs for 'Start', 'Movies', 'Neuheiten', 'Letzte Chance', 'Demnächst', and 'Disney'. A search bar is present with the placeholder text 'Videosuche: Füllen Sie bitte das Suchfeld aus und klicken Sie auf "Jetzt suchen"'. To the right, there is a shopping cart icon and a 'Zur Kasse' button. Below the search bar, there are two movie banners: 'Americas Sweethearts' for 9,99 and 'THE DIXIE CHICKS: SHUT UP & SING' for 9,99. At the bottom, there are navigation links for 'ALLE', 'KAUF', and 'LEIH', along with a '3D' icon and a 'LISTE' button.

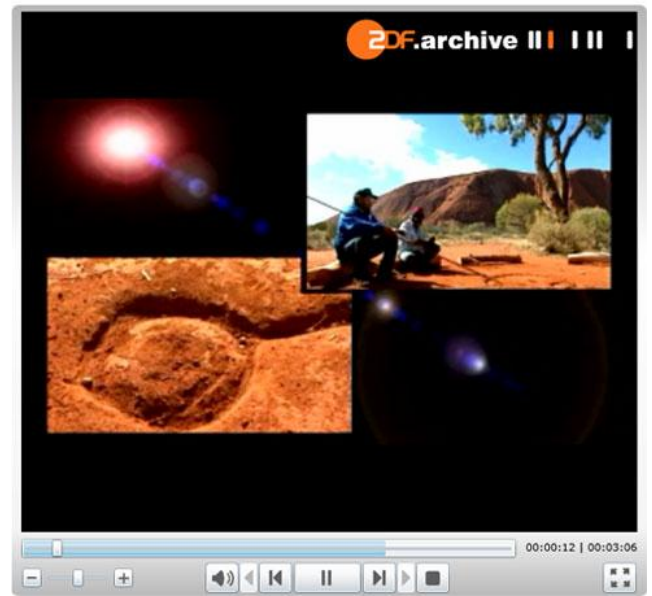
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SilverHD DRM Server

SilverHD DRM Server allows you to issue DRM licenses and to manage license rights.

Key features:

- Licensing system for issuing PlayReady licenses
- Optional Entitlement Engine
- Multi-tenant capability
- User & token management
- Logging and reporting
- Geoblocking
- Support of persistent licenses and OPL settings
- Supported business models:
 - AVOD (Ad based)
 - TVOD (Pay-Per-View)
 - SVOD (Subscriptions)
 - Download-to-rent
 - EST (Electronic-sell-through / Download-to-own)

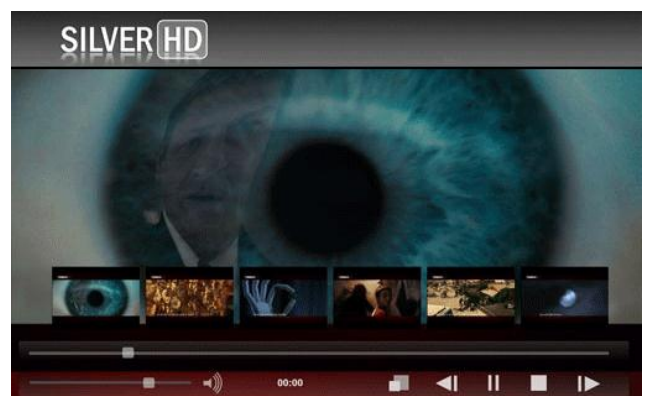


SilverHD DRM Player

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

Key features:

- Integration with SilverHD DRM Server
- Http streaming, progressive download, Smooth Streaming, and a Download Manager
- 5 different themes
- End user machine system check
- Playlist management
- Support of HD video: VC-1 and H.264 with hardware acceleration
- Compatible with Windows Media DRM
- Delivered in source code
- 100% brandable



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SilverHD DRM Encryption

This component allows you to control content encryption.

Key features:

- Stand-alone, local PlayReady DRM and Windows Media DRM encryption
- Easily integrates with existing infrastructures
- Encryption of Smooth Streaming video
- Encrypt VC-1 and H.264 encoded content
- Very high throughput – encrypt extensive content libraries in no time

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 DRM Player
- Communication with SilverHD DRM Server
- Hosted solution running in Axinom's highly secure data center



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Axinom International Holding is the leading European technology integrator specializing in the Microsoft enterprise platform and Enterprise Content Management solutions. Axinom creates value for its customers by leveraging Microsoft enterprise technology to design, build, and deploy customized, reliable architectures and scalable infrastructures. With AxCMS.net® Axinom provides an entirely .NET based Enterprise Content Management System completely free of license costs. AxCMS.net® is certified for Microsoft Windows Server and is the base for the worldwide AxCMS.net® Solution Provider Program.