



MOTOROLA

MOTOROLA SECUREMEDIA®



SECUREMEDIA AT A GLANCE

- Robust and proven digital media security system
- Trusted by content providers like major studios
- Virtually every mobile device can use SecureMedia
- Server-based rights control and key management
- Advanced security solutions and formats
- Cost-effective operation and low overhead

THE KEY TO CONTENT SECURITY ON MULTIPLE-SCREENS

INTEGRAL TO THE MOTOROLA MEDIOS SUITE, THE AWARD-WINNING SECUREMEDIA SOFTWARE SOLUTION ENABLES PROVEN, STUDIO-APPROVED, SECURE CONTENT DISTRIBUTION TO MULTIPLE DEVICES.

John travels to the Pacific Rim at least once a month. He's a movie fan so he simply downloads movies onto his tablet and watches them in flight. What John doesn't realize is that, since he doesn't have a network connection in flight, this involves off-line playback. That means it's not so simple. Content providers often have security concerns when encryption keys that authorize playback are to be stored on mobile devices. Luckily, John's Video on Demand (VOD) service provider uses Motorola's SecureMedia software that has earned the trust of film studios and broadcasters alike. So John can enjoy premium content like Paramount's "Up in the Air" up in the air.

Viewers are no longer satisfied to watch "what's on" their living room TV sets. They want to watch exactly what they want to watch, on any screen, anytime and anywhere. In today's exploding video on demand marketplace, content is king. And the key for operators being able to obtain and deliver valued content is security. Content providers like studios or network broadcasters need to be confident that an operator's security system is capable of protecting their valuable video assets.

Motorola's SecureMedia Digital Rights Management (DRM) solution is approved by all major film studios and TV broadcasters for protecting broadcast and VOD for multi-screen delivery to a wide range of devices — from set-top boxes (STBs) to laptop computers to smartphones. The platform's advanced encryption provides powerful content protection, as well as authentication, authorization and secure key delivery to help protect your revenues. SecureMedia scales easily as a multi-server operation for millions of subscribers.



MULTIPLE-SCREEN PROTECTION OF DIGITAL VIDEO

Motorola's SecureMedia system is an industry-trusted open platform DRM solution. Designed for VOD, broadcast IPTV, over-the-top (OTT) and other delivery applications, SecureMedia provides advanced levels of digital content security and revenue assurance on virtually any STB, computer or mobile device.

ROBUST AND PROVEN

SecureMedia is a robust, proven security solution that meets the stringent security demands of content owners and the "any-content, any-device, anytime, anywhere" demands of consumers. It also provides you with efficient, low cost DRM and authentication operations.

TRUSTED BY CONTENT PROVIDERS

Over years of partnership, SecureMedia has earned the trust and approval of major film studios and TV broadcasters, consistently meeting and exceeding standards in security audits conducted by content providers. The proven effectiveness of our SecureMedia software enables you to acquire distribution rights to the most compelling broadcast channels and VOD programming.

VIRTUALLY EVERY MOBILE DEVICE

Today's increasingly mobile consumers want to take their video with them when and where they go. SecureMedia provides a software solution that lets you customize security for multiple devices. The solution's ultra-light, ultra-efficient client can be deployed on virtually any consumer media device, enabling ubiquitous secure content distribution on PCs, laptops, tablet computers, portable players, game consoles, mobile phones and more. SecureMedia is an industry leader in enabling persistent and efficient content protection of multiple formats at all times in distribution and storage across multiple platforms.

SERVER-BASED RIGHTS CONTROL

Our SecureMedia solution offers server-based rights control and key management that is simpler and more secure than client-based rights management. The system keeps decryption keys and user entitlements off client devices and out of the reach of hackers and other cyber thieves. It also offers instant revocation capabilities and supports multiple business models.

ADVANCED SECURITY

SecureMedia provides a portfolio of enhanced security solutions and components that make content files virtually unable to be hacked or stolen in distribution or in storage. The solution offers unique encryption of each video frame or data packet, using a variety of data encryption formats including RSA, AES, 3DES or DVB-CA. The system permits no data expansion, enhances off-line options, maintains the original file structure and provides intelligent decryption-key generation.

COST-EFFECTIVE OPERATION

SecureMedia also offers you exceptionally cost-effective operations and low overhead, with virtually no impact on basic video delivery processes. The system requires minimal bandwidth for key delivery, has a small client software footprint and uses minimum processor power for multi-Mbps video streaming. The software decryption client allows for system upgrades and renewals over the network.

For more information on how Motorola SecureMedia can help you deliver more secure, more personalized and more profitable video experiences across multiple screens, visit us on the Web at motorola.com/medios.

