Best of Class Implementation

SafeNet DRM Fusion is recognized as a best of class implementation of Microsoft’s Windows Media DRM 9, 10 and 10.1, and the OMA (Open Mobile Alliance) DRM specifications. DRM Fusion interoperates with the most widely adopted and currently available base of DRM clients, since it supports all of the DRM features provided by Windows Media DRM and the OMA DRM specifications. These include direct license delivery to mobile phones, portable devices, PCs, and Set Top Boxes (STB), advanced license revocation and license chaining for subscription services.

Advanced Integration

DRM Fusion is designed to integrate with existing infrastructures. DRM Fusion’s open and standards based APIs enable integration with 3rd party encoding, content management, content delivery, subscriber management and billing systems. DRM Fusion’s core architecture is based on a message queue backbone creating a scalable, fault tolerant, high performance packaging and license delivery cluster for all supported DRM technologies.

The DRM Fusion License component(s) can be distributed over multiple servers using SNMP monitoring and logging. The DRM Fusion Packager is a scalable server component with a separate Windows based, easy to use drag-and-drop interface to enable batch encryption of files. DRM Fusion Packager also encrypts live streams encoded real-time with (hardware) encoders. DRM Fusion Packager’s APIs enable integration into existing automated media delivery chains. Packaged media may be distributed over any IP-based network.

Best of Class Implementation

DRM Fusion is a proven interoperable Digital Rights Management (DRM) server-side solution implementing and extending multiple DRM technologies such as Windows Media DRM and OMA DRM, while providing common integration interfaces.

End-to-End DRM Solution

DRM Fusion is equipped with components that extend server-side DRM agnostic functionality (so no proprietary DRM client implementations are required). DRM Fusion enables intelligent rights management through an advanced rights template manager that dynamically applies DRM rights and conditions to digital media content.

DRM Fusion’s configurable conditions pipeline caters for integration with 3rd party authentication, subscriber management and billing systems, as well as real-time enforcement of contractual obligations such as limits on license volumes and time based constraints on license deliveries.

Extending DRM Functionality

DRM Fusion can be used to easily build content services such as TVoIP, VOD, mobile entertainment services, music services, IP datacasting, and live webcasting. All Windows Media DRM 9, 10, 10.1 and OMA DRM 1.0 features are supported to enable the entire DRM process from content protection, management of rights and conditions, license generation and delivery to rights enforcement.

DRM Fusion has built-in support for the advanced capabilities provided in Windows Media DRM 10x such as direct license delivery to portable devices and license chaining for subscription services.

Benefits

End-to-end DRM solution to create live and on demand services for any platform (TV, PC, and Mobile)

Supports all DRM features provided by Windows Media DRM 10.1

Enhances OMA DRM specifications

Advanced rights management capabilities

Supports packaging of file and stream based content

Supports batch encryption and automation

Reduced time to market and minimized project risk

Designed for integration with existing infrastructures

Secure deployment

Low total cost of ownership

Separation of commercial roles facilitating a wide variety of business models

Future proof product roadmap
Enables Open Mobile Alliance DRM 1.0 specifications

DRM Fusion supports delivery of content to (mobile) devices with OMA DRM 1.0 agents, including Forward Lock, Combined Delivery and Separate Delivery.

Advanced Rights Management

DRM Fusion’s rights template manager, customer information engine and conditions pipeline facilitate the easy definition and creation of complex business scenarios and relationships between parties in the value chain.

Supports Packaging of File and Stream-based Content

DRM Fusion works with both file and stream-based media. Streams may be delivered over any IP network.

Supports Batch Encryption and Automation

DRM Fusion Packager runs as a scalable server component with an easy drag-and-drop interface to enable batch encryption of files and encryption of live streams. DRM Fusion Packager’s APIs enable integration into existing automated media delivery chains.

High performance

DRM Fusion’s architecture based on the message queue backbone offers high performance figures, scalability and availability. SNMP monitoring and logging guarantee component reliability.

Reduced time to market and minimized project risk

DRM Fusion allows you to rapidly build DRM functionality into your existing infrastructure without the risk of missing set deadlines. In addition, SafeNet’s proven track record as a leading provider of DRM server-side components and solutions offers you the most deployed and reliable implementation available.

Designed for Integration with Existing Infrastructures

DRM Fusion’s components complement existing encoding, content management, content delivery, subscriber management and payment infrastructures. DRM Fusion’s APIs provide common cross-technology integration interfaces.

Secure Deployment

DRM Fusion uses security standards such as PKI for communication between its components and with 3rd party systems. SafeNet’s wide experience guarantees a best of breed security implementation.

Low Total Cost of Ownership

DRM Fusion’s intuitive user-interfaces, efficient rights management capabilities, automated functions and low maintenance requirements keep total cost of operation low.

Separation of Commercial Roles

DRM Fusion’s many–to–many design separates the roles of content owner/rights owner, service provider/distributor and administrator allowing the operation and administration of DRM Fusion in various service provision models.

Future Proof Product Roadmap

DRM Fusion’s modular architecture is designed to accommodate multiple existing and future DRM technologies.

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From Leading DRM Experts

SafeNet (NASDAQ: SFNT), setting the standard for information security, provides Digital Rights Management (DRM) server-side components. SafeNet is an early adopter of the OMA DRM, actively contributes to the OMA DRM specifications, and is the preferred DRM partner for Microsoft Windows Media Division. Products from SafeNet have been tested for interoperability in the OMA DRM test fests. As a technology leader, SafeNet provides server-side DRM components for the PC, mobile, and digital home domains. SafeNet is an active member of the Open Mobile Alliance (OMA), the Mobile Entertainment Forum (MEF), the Digital Video Broadcasting Forum (DVB), the Internet Streaming Media Alliance (ISMA) and the Coral Consortium.

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