

Haihaisoft DRM-X 3.0 White Paper



Haihaisoft Limited

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1. Introduction

About Haihaisoft

Haihaisoft, founded in 2004, is the global leader in digital rights management industry. Haihaisoft offers content protection and related solutions that enable businesses to maximize the value of their digital content products. Haihaisoft's services and solutions are deployed by companies in entertainment, consumer electronics, gaming, software, information publishing and corporate IT markets to solve industry-specific challenges.

Haihaisoft's mission is: Powering Digital Content Trade, and makes content securely accessible and valuable.

2. The Evolution of Haihaisoft DRM-X 3.0

2.1 Overview

Haihaisoft DRM-X 3.0 Platform is a scalable, flexible content protection solution that enables the distribution and monetization of premium content, which can create new sources of revenue, bring products to market faster, and reach more customers for content providers, device manufacturers and operators.

The evolution of Haihaisoft DRM-X 3.0, it supports the most popular media formats, such as, Flash Video (FLV), MP4, MP3, Windows Media (WMA, WMV, and ASF), and PDF document.

With its own secure DRM algorithm and architecture, it enhanced the security level of DRM-X protection and also improves the performance of license delivery.

2.2 Brand Positioning

Haihaisoft DRM-X 3.0's Brand Positioning:

DRM-X 3.0 is the world's most powerful digital rights management (DRM) system.

Haihaisoft DRM-X Digital Rights Management System:

- ❖ Haihaisoft is the world's leading DRM provider that focusing on DRM research and development.
- ❖ It's the world's first DRM system supports the major media formats and PDF document.

- ❖ It's the unique DRM system includes the most innovative technology to protect your content copyright.

Haihaisoft DRM-X 3.0 usually updates every month to ensure its high security level and stability. You are not only buying software, but best and reliable services.

2.3 Target Customer

Haihaisoft DRM-X's target customers: All digital content owners, providers and individuals.

Haihaisoft DRM-X currently usages apply to:

- (1) The original content of large-scale enterprises (movies, music and video production provider).
- (2) eBook publishers.
- (3) eLearning and Distance Learning;
- (4) Company Core Assets. Audio/Video and PDF documents;
- (5) Personal Content Creation. Sell Music, Tutorial and Video Online.

2.4 Product Architecture

Haihaisoft DRM-X based-on a new architecture. It consists of three parts:

1. DRM-X Server side:

- ❖ Online Control Panel. Manage DRM-X rights permissions, users, and groups.
- ❖ XML Web Services. It provides interfaces you can integrate with your system.
- ❖ Authenticate users, and generate licenses for end users in real-time.

2. Online encryption tools include:

- ❖ DRM-X Audio/Video Packager.
- ❖ DRM-X PDF Packager.

With online encryption tools, it enables content providers get the latest DRM-X 3.0 packager, and it guarantees content providers applied the latest security level.

3. Powerful client side viewer:

- ❖ HUPlayer

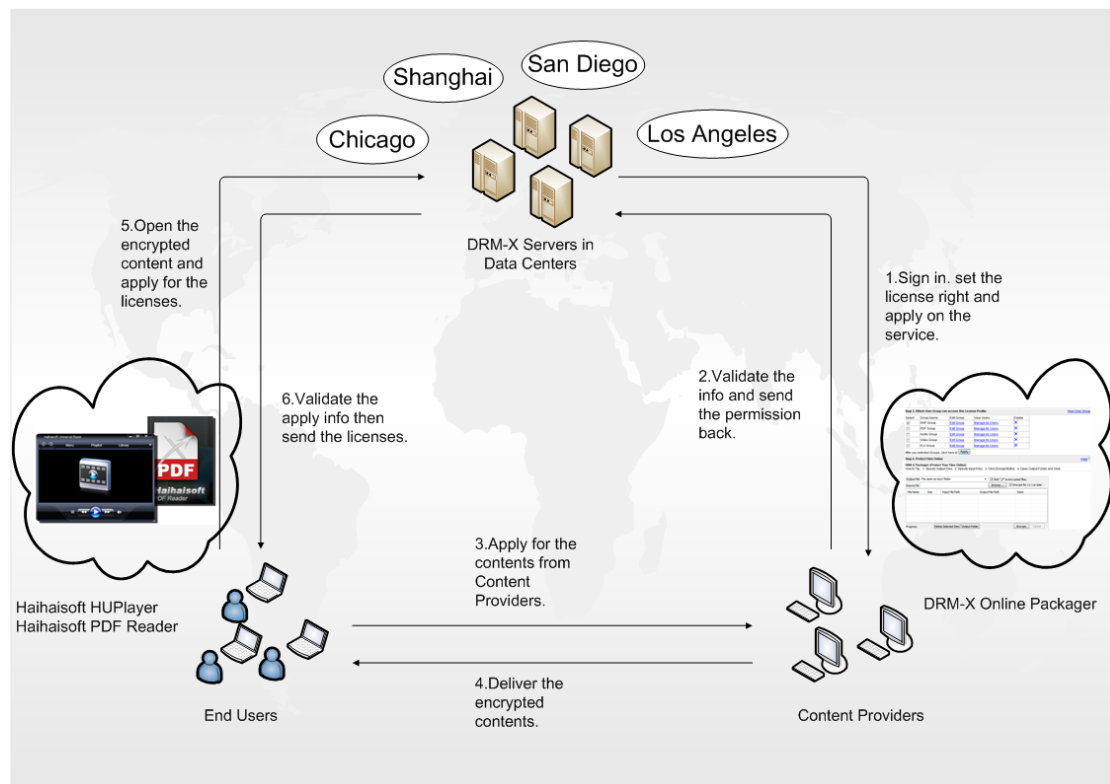
With DRM-X 3.0, the protected content will be playback with the latest version of HUPlayer.

HUPlayer is powerful cross platform media player which supports playing almost all popular digital media formats and protection files. [Learn more...](#)

❖ Haihaisoft PDF Reader

Haihaisoft Reader is a free PDF document Reader and Printer, extremely fast launch speed and rich feature set. It is also for reading PDF document protected by DRM-X platform. [Learn more...](#)

Workflow:



Step 1. Content owners bought DRM-X online service account. You can also get a full functional free trial account.

Step 2. Protect content. Login to your DRM-X Account in IE. IE will prompt you install DRM-X packagers in Protect Audio/Video and Protect PDF page. You can encrypt your files here and setting rights and create end user accounts.

Step 3. After content owners protected content and settings rights. Content owners can publish the encrypted content through online download, distribute data CD/DVD or share it in P2P networks. DRM-X protected content can be securely distributed to anywhere. Content owners still control the rights.

Step 4. View Protected Content. End users open the protected files by

HUPlayer and Haihaisoft PDF Reader. After purchased user or authorized user enters his/her username and password authenticated successfully, he/she will obtain a license immediately to open protected files. It just takes a few seconds.

Haihaisoft DRM-X is very easy to use both for content owners and end users. It's straightforward.

2.5 Haihaisoft DRM-X 3.0 Features and Price

Haihaisoft DRM-X 3.0 Features:

Features	Basic	Premier	Business	Business Pro	Enterprise
Haihaisoft DRM-X Audio/Video Packager	✓	✓	✓	✓	✓
Haihaisoft DRM-X PDF Packager	✓	✓	✓	✓	✓
HUPlayer	✓	✓	✓	✓	✓
Haihaisoft PDF Reader	✓	✓	✓	✓	✓
DRM-X Online Management System	✓	✓	✓	✓	✓
Integration with third-party platform (Offers APIs and integrated help documentation)		✓	✓	✓	✓
Blacklist for Windows (Block Screen Capture Software)			✓	✓	✓
Whitelist Protection for Mac			✓	✓	✓
Hardware Authentication			✓	✓	✓
Dynamic Watermark Showing Username			✓	✓	✓

Haihaisoft DRM-X 3.0 Price:

Fee Options	Monthly Fees (USD)	Include Free Licenses	Additional Licenses Cost	User Counts Limit	Platform Support
Basic	\$50	100	\$0.3	1200	Windows
Premier	\$120	800	\$0.14	20,000	Windows+Mac
Business	\$180	2,000	\$0.08	160,000	Windows
Business Pro	\$280	2,500	\$0.08	320,000	Windows+Mac
Enterprise	\$400	3,000	\$0.07	640,000	Windows+Mac +Android

3. Haihaisoft DRM-X 3.0 Features

Haihaisoft DRM-X 3.0 technology enhances features and functions designed to enable content distribution scenarios for the mobile phones, portable and embedded devices industry. The following list provides a summary of the core enhancements of Haihaisoft DRM-X 3.0.

Secure Architecture

DRM-X 3.0 with its own secure DRM algorithm and architecture, it enhanced the security level of DRM-X protection and also improves the performance of license delivery.

With strong encryption, DRM-X 3.0 provides persistent end-to-end protection throughout digital content's life cycle. It ensures the distributed digital content is not exposed to piracy or other illegal use.

DRM-X 3.0 "locks" digital content with a license key to maintain content protection, even if these files are widely distributed. Each license is uniquely assigned to each computer. This prevents illegal distribution of digital media files and documents. Licenses are issued independently of the actual documents and media files, providing maximum flexibility and allowing wide distribution of content. Each time a file is opened, HUPlayer or Haihaisoft PDF Reader checks to see if the consumer's computer has a license. Consumers who do not have a valid license are directed to a license registration page.

Support Major Media Format and PDF

On DRM-X 3.0 Platform, you can protect your digital media and PDF files easily. With the revolutionary technology of DRM-X 3.0, currently it supports the most popular media formats:

- ❖ Flash Video (FLV)
- ❖ MP4 Video
- ❖ MP3 Audio
- ❖ WMV Video
- ❖ WMA Audio
- ❖ ASF Video
- ❖ PDF document

The other formats coming soon.

Cross Platform DRM

The most important new feature in DRM-X 3.0 is that it supports protected content playback in multi-platform, including Windows, Mac and Android. It helps content owners reach 99% of computer users and major internet connected portable device users in the world.

- ❖ Windows: Windows XP, 2003/2008 Server, Vista, Win 7.
- ❖ Mac: Snow Leopard (10.6 or later).

Haihaisoft DRM-X 3.0 protects your content - from idea to action - offers cross platform solutions that adapt as your business evolves, giving you the confidence and agility.

Haihaisoft is also able to customize and develop for HUPlayer and PDF Reader on multiple platforms. For example, Amazon Kindle, Google Android, Embedded Linux and IPTV set top box.

Mobile DRM

DRM-X supports Android based-device. It provides content providers with more opportunities to reach more customers especially Smartphone users. It also provides Smartphone users with a more convenient way to get licensed content. Meanwhile, it creates more business value for content providers.

With flexible implementation points and intelligent management, where legally acquired copyrighted content can seamlessly move from device to device. This greatly improves the end-user experience.

Flexible Rights Management

On DRM-X 3.0 Platform, it has sophisticated permissions parameters to determine what content they can access and under what terms. You can totally control rights with user's Money, rights Price, play count, begin date, expiration date and so on.

Additionally, In DRM-X 3.0 account, there is tremendous interest in the new graphical licenses reports, the content provider can quickly and easily know the license delivery state of selected date range.

Powerful Online Control Panel

Haihaisoft DRM-X 3.0 includes a powerful online control panel. It makes content providers easy to manage all business model, license rights, permissions and users.

DRM-X 3.0 Online Audio/Video Packager or PDF Packager - the most widely used DRM Encryption tools, it is faster and more secure. You don't need to upload content to DRM-X.com or download a Desktop DRM-X Packager to protect content. With DRM-X Packager ActiveX control, all you need to do is just to specify the source files and the output path, and the protected output files are still in your local computer.

Various Business Models

DRM-X 3.0 provides robust protection and flexible usage rules to support a wide range of business models. Including: Subscription, Purchase, Pay per view, Rental and so on. You can deliver the encrypted digital media to computers, mobile phone or portable devices. [Learn More...](#)

Integrate with your website

You can easily integrate DRM-X platform with your own system by consuming Haihaisoft DRM-X 3.0 XML web service. The Haihaisoft DRM-X XML web service provides the interface that your website can deliver license to customers.

Haihaisoft's development team has rich experiences in ASP, ASP.net, PHP, and JSP integration.

Through Haihaisoft DRM-X XML Web Service, you can easily and seamlessly integrate your user management system, shopping cart, payment system or other third party systems with DRM-X.

You could read the Haihaisoft DRM-X XML Web service document online and integrate with your system by your developers: [Integrate with your system](#).

The following flash video tutorial will help you understand how DRM-X works for you: [View Video Tutorial](#)

Blacklist For Windows

DRM-X 3.0 enhanced Blacklist features. Now it supports block nearly 100 commonly used screen capture and recording software worldwide. It still keeps updating and against screen recording.

Whitelist Protection For Mac

The benefit of Whitelist Protection for Mac is that content providers can ensure only Apple's system commonly used software can be running. All the other unknowing software will be existed automatically when protected digital content open. It ensures all the screen capture software can not start, and protects your digital content from screen capture.

License combined with computer hardware

End User Authentication combined with Computer Hardware ID feature restricts the end users can only acquire license in customers own computer, and prevent password share. For example, you set Allow PC Count to 2 in DRM-X account. This means customer can only watch protected content in his own 2 computers.

Dynamic Watermark

DRM-X provides dynamic watermarking capabilities on protected content. Dynamic watermark is not removable. A watermark is the text includes Username and text message that is superimposed over the media files. In a rights managed media file, the watermark can be applied dynamically as the

media file is played in HUPlayer or ActiveX player online. The watermark is not editable by users and is not permanently stored in the media file. The location of the watermark is customizable by administrators in DRM-X control panel Rights management and can contain pre-defined text such as an information classification as well as the user's name and message.

Haihaisoft Smart Streaming

Haihaisoft Smart Streaming (HSS) is the revolutionary streaming technology developed by Haihaisoft Corporation. Through Haihaisoft Smart Streaming, content providers provide fast streaming service without any media servers. Haihaisoft Smart Streaming supports DRM-X 3.0, it still keeps the privacy and security of the encrypted streaming media content.

4. Customer's Benefits

4.1 The Highest Return on Investment

Turning rights into revenue have always been a challenge for the entertainment and publish industry. As content becomes increasingly digitized, protecting it from unauthorized use and distribution will mean the difference between revenue gain and revenue loss, and therefore ultimately impact the viability of business in the digital age.

Haihaisoft DRM-X is a flexible and powerful platform based-on Haihaisoft's own DRM engine that makes it possible to protect and securely deliver documents and media files on the internet. This benefits everyone who wants to create, deliver, or publish e-books, movies and music content by offering the content protection necessary to ensure that content owners make high-quality content available, and the portability to ensure that consumers can enjoy their content wherever they may be.

- ❖ Content owners to protect their digital media and documents content by packaging files with robust encryption algorithms.
- ❖ Content owners and content service providers to experiment with new business models through the flexibility of the Haihaisoft DRM-X platform.
- ❖ Consumers to find, acquire, and play or read content virtually anywhere.

4.2 High-Quality Customers Service

Haihaisoft knows server is very important for customers. We will listen to customers' comments and suggestions, and provide prompt services.

Haihaisoft DRM-X secures your digital contents, and our services help you monetize your content.

5. Haihaisoft Customers

Haihaisoft DRM-X is widely adopted by large and small companies worldwide. As the large number of customers, the following are listed according to only a few examples, according to industry customers:

1、 Government



The government of Shanghai

2、 University



Peking University

3、 Training



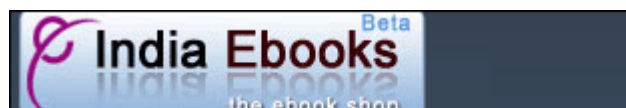
Infinite Actuary

4、 Video Training



msn2u

5、 Ebook



India-eBooks

6、 Tennis Training



Tennis Guru

7、 Nursing Training



Practical CME

8、 Design Training



CGschool

9、Video Training



Voice Bootcamp

10、High School Education



BestEDU.org

11、Libraries



Zhejiang University Libraries

12、Video



VideoGuider.dk

13、Career Consultant and Success training



Rocky Liang --- Rocky101

14、Language Training



ATA Beijing

15、Computer Training



MLDN Beijing

16、Education System



ZhongHe Education

6. Haihaisoft Corporate Websites

1. Haihaisoft's Mission: Powering Digital Content Trade.

Haihaisoft offers content copy protection, digital rights management, and related solutions that enable businesses to maximize the value of their digital content products.

2. DRM-X Platform's Mission: Powering Digital Content Protection.
DRM-X.com Platform provides the unique, cost-effective and highly secure on-demand DRM service that you can easily protect, publish, and sell Audio/Video and documents.
3. Media-DRM Platform's Mission: Powering Digital Media Protection.
Media-DRM.com Platform, offered as a monthly service, enables the secure deployment of digital audio and video media to PCs, network devices and the Windows CE family of products including Windows Mobile devices, Smartphone and Portable Media Player.
4. DRM Magazine's Mission: Delivering the most important DRM technology publication in the world.
DRM Magazine (DRMMag.com), the guide to DRM Technology, it delivers the most important DRM technology publication in the world, and the comparative reviews of DRM products.
5. HUPlayer Platform's Mission: Provide the best playing experiences of all major computer and mobile platform.
HUPlayer is powerful cross platform media player which supports playing almost all popular digital media formats and protection files.

Learn more about Haihaisoft: [International](#) | [Spanish](#) | [Chinese](#)

Learn more about Haihaisoft DRM-X: [International](#) | [Chinese](#)

7. Haihaisoft's Professional Technical Support

If you still have any questions about Haihaisoft DRM-X 3.0,

Please feel free to contact us!

<http://www.haihaisoft.com/Contact.aspx>



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