

Media-DRM Server
Edition Whitepaper

Media-DRM.com

Haihaisoft Limited

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I . About Haihaisoft

Company Overview

Haihaisoft, founded in 2004, is the 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.

II . Media-DRM Product Information

Media-DRM Overview

Haihaisoft [Media-DRM](#) (digital rights management) is a powerful service platform based-on Windows Media Technology and web. Today, Haihaisoft provides content publishers with online payment services to sell and deliver music, video and other digital media content over the Internet in an encrypted file format.

You can download Media-DRM packager to encrypt content, and manage rights and profiles on [Media-DRM.com](#). Media-DRM makes it easy to protect and securely deliver content by subscription or individual request for playback on a computer, or portable device, such as windows mobile, PDA, and mp3 player.

With Media-DRM, all your sales can be automated, and your customers can sign up, pay (online with a credit card) and receive licensed immediately to view protected content. You never need to worry about copy and share the content, because content needs to be played with license, license can not be shared. It means your content can not be shared, and you control all the rights of your content. You could monetize your content with Media-DRM easily.

Target client

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

Haihaisoft Media-DRM 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;

Media-DRM workflow

Content owners can securely package their digital files for distribution by Media-DRM Packager encrypting the content with a key. The key is a piece of encrypted data that is used to unlock a file. To play a packaged file, the consumer must obtain a license that contains this key. The license, which is distributed separately from the content, enables the content owner to set rules that determine how the packaged file can be played. Once a license has been received, a consumer can watch or listen to the file based on the rules arranged by the content owner.

Product Architecture

- Haihaisoft Media-DRM Server Edition consists of three parts:

1. MEDIA-DRM SERVER SIDE:

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

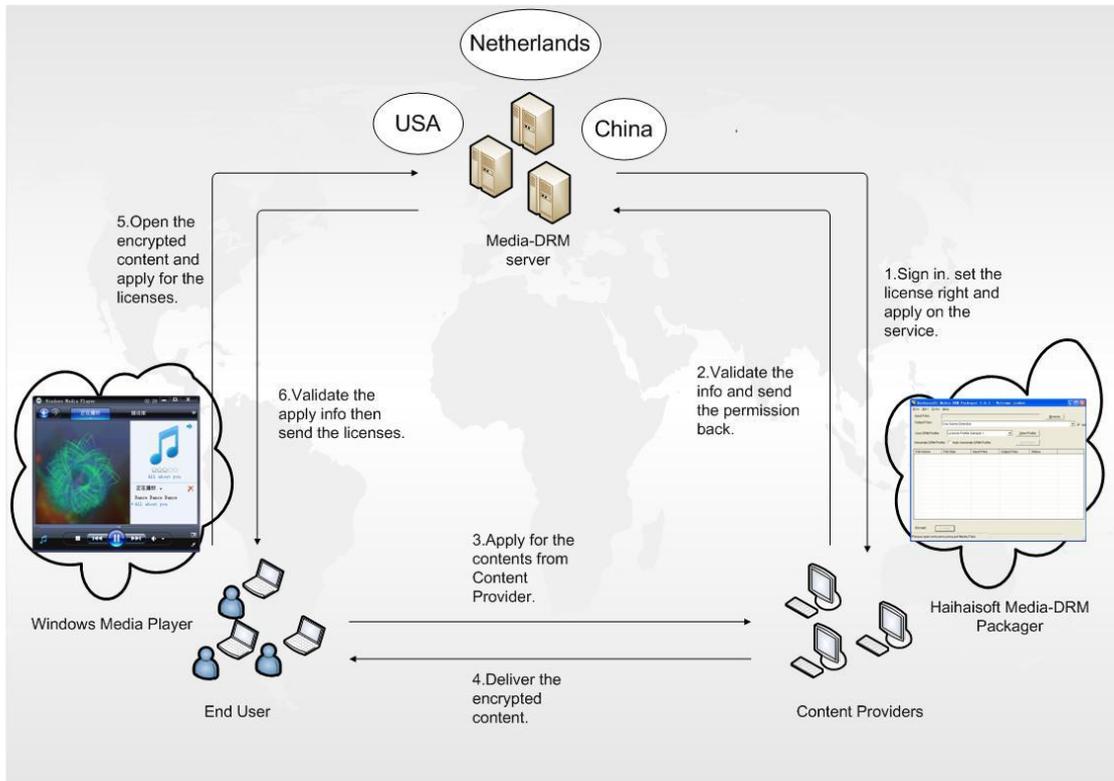
2. MEDIA-DRM PACKAGER:

- Encrypt Windows Media Files (WMV, WMA, ASF)

3. CLIENT SIDE VIEWER:

- Windows Media Player version 9 or later.

Workflow:



Step 1. Protect Content. After Activate your Account(confirm your email), you will be able to login Media-DRM Account, and download Media-DRM Packager to encrypt media content.

Login to your Media-DRM Account:

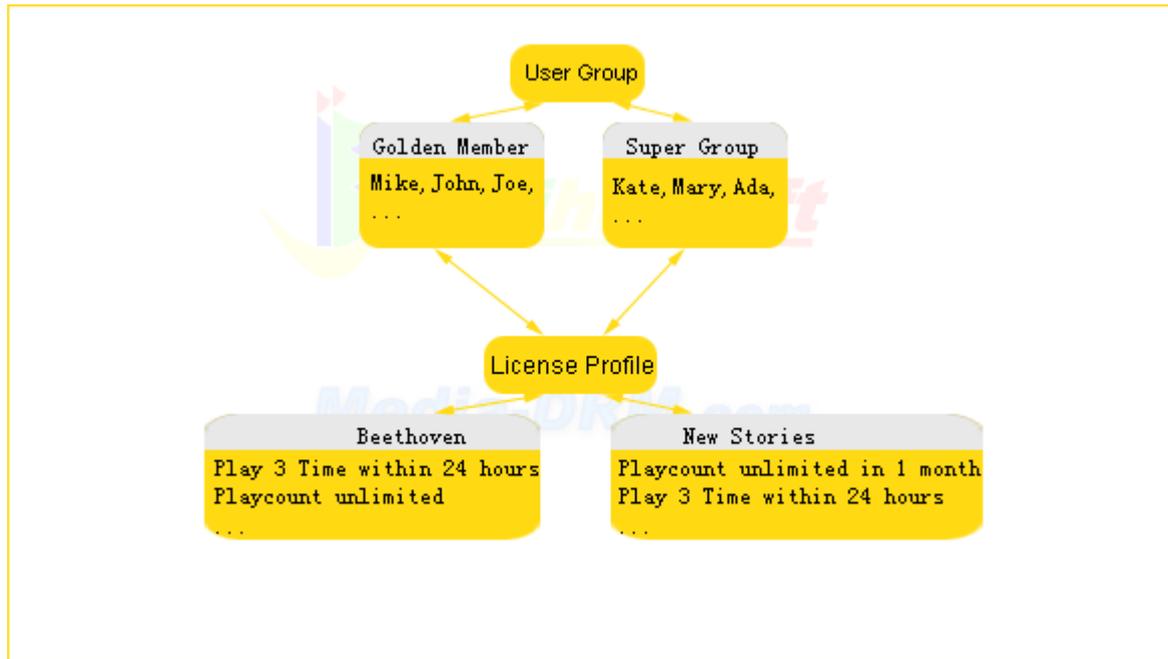
The screenshot shows the 'My Admin Home' page. At the top, there are navigation tabs: Welcome, Features, Demo, Download, My Account (selected), and Support. On the left, a 'My Account' sidebar lists: Account Home, User Group, Rights, License Profile, Users, Encoder Profile, Reports, and Account Settings. The main content area is titled 'My Admin Home' and contains an 'Account Information' section. It displays 'Balance' as '8 USD' with a red warning: 'The money in your Media-DRM account strongly suggest you Add Fund.' Below this, there is a copyright notice: '© 2006 Media-DRM.com - Media DRM Home - ...'

The screenshot shows the 'My Groups' page. The navigation tabs are the same as in the previous image. The 'My Account' sidebar is also present. The main content area is titled 'My Groups' and contains a table with the following data:

| Group ID | Group Name | Group Users | Reports |
|----------|--------------------|-----------------------|-------------------------|
| 1 | Default User Group | Users | Reports |
| 2 | Golden Member | Users | Reports |
| 5 | Diamond | Users | Reports |
| 6 | Haihaisoft Group | Users | Reports |
| 7 | Super Group | Users | Reports |
| 17 | test | Users | Reports |

In the image above, you can see in User Group you can add and edit User Group. User Group is the category of users. For example, you can classify users by payment, such as Golden Membership.

In the image below, let us view the structure of Media-DRM.



In this structure, Users are classified by User Groups. License Profile like a key includes License Rights. If you encrypt 2 files with a same License Profile, after Users got license, Users will be able to play two files, because they used the same license. The license profile can include multiple rights, so End Users can choose with license rights they want pay and get.

You can control the use of protected Media-based content by setting Rights. Rights are for License Profile. For example, you can set a Rights can play 10 times and expire on December 31, 2025.

We can see in the image above, there are two License Profiles: Beethoven, and New Stories. When we are using Media-DRM packager, we just need to select to use which license profile.

In the image below we list the sample License Profile, New Stories.

Edit License Profile (*=Required Fields)

[Back to License](#)

Profile ID 194

Profile Name*

Default Rights *

| Select | Right Name | Price | Right De |
|-------------------------------------|--|-------|-------------------------|
| <input checked="" type="checkbox"/> | Play 3 Time, Expire within 24 hours | 0.01 | Details |
| <input checked="" type="checkbox"/> | Rights For Portable Device, Copy Count 1 | 1 | Details |
| <input checked="" type="checkbox"/> | Rights For Subscription | 0.01 | Details |
| <input checked="" type="checkbox"/> | Price: 1 USD, Playcount unlimited | 1 | Details |
| <input checked="" type="checkbox"/> | System Rights | 0 | Details |
| <input checked="" type="checkbox"/> | Sample Rights | 0 | Details |

[Add New Rights](#)

Key ID 8h80dKLAN0qJQd3FAfC2ig==

You can start encrypt Media content after add some End User accounts, and settings of User Group Licenses (which License Profile can be visited by User Group), and Rights for License.

Encrypt Media Content with Media-DRM Packager:

Haihaisoft Media DRM Packager 2.0.3 - Welcome haibo shi

File Edit Tools Help

Input Files

Output Files

Use DRM Profile

Generate DRM Profile Auto Generate DRM Profile

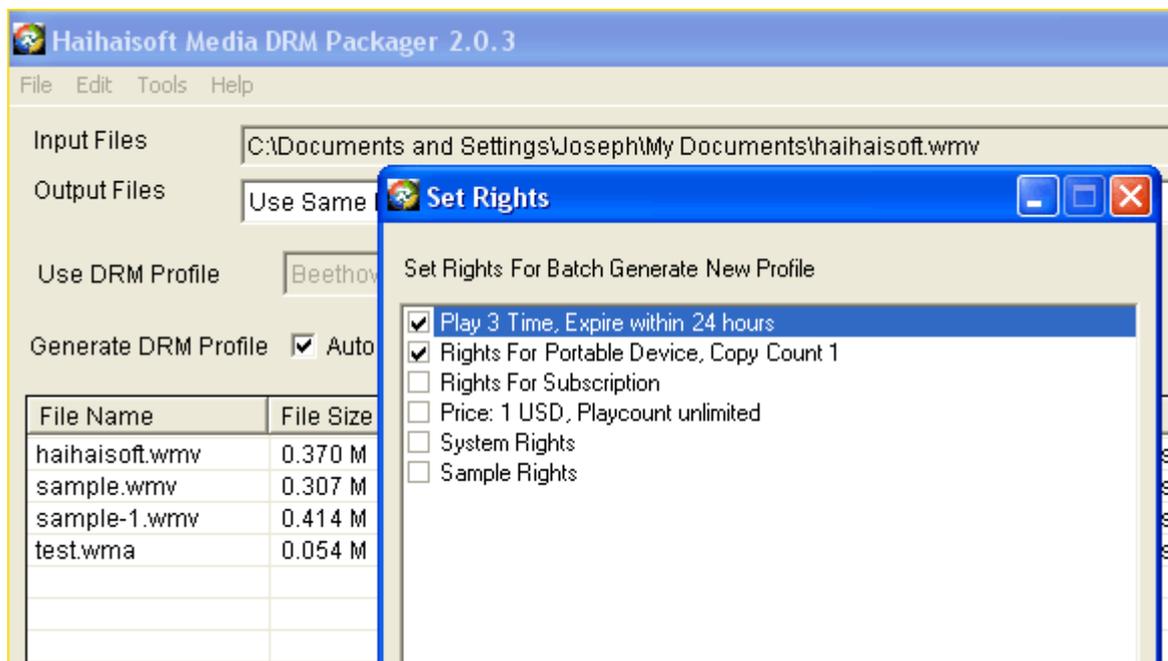
| File Name | File Size | Input Files | Output Files |
|----------------|-----------|----------------------------------|---------------------------|
| test.wma | 0.054 M | C:\Documents and Settings\Jos... | C:\Documents and Settings |
| haihaisoft.wmv | 0.370 M | C:\Documents and Settings\Jos... | C:\Documents and Settings |
| sample.wmv | 0.307 M | C:\Documents and Settings\Jos... | C:\Documents and Settings |
| | | | |
| | | | |

Media-DRM enables you to use the major Windows Media format, Windows Media Audio format (file with a .wma file name extension) or Windows Media Video format (file with a .wmv file name extension). It also supports ASF and WMS format. For the other file format, wav, avi, mpg, mp3, you

can first use Windows Media Encoder 9 (Free software) convert them to Windows Media Format (.wmv or .wma), and then protect the content using Media-DRM packager. For Real Media Format(.rm.rmvb), you can use Boilsoft RM Converter to convert.

We are encrypting the test.wma, haihaisoft.wmv and sample.wmv with the License Profile Beethoven. So if end users acquired the license, they can play all of these 3 files, because they use same license.

If you want these 3 files using different license profiles, you just need to choose Generate DRM Profile, and set Rights for them.



After you Set Rights for Generate DRM Profile. It applies to all new generated DRM Profile.

Encrypting Performance Test:

We loaded three media files, the file size are the same 333MB. The total file size is 999MB. Let us test the encrypting speed.

The testing machine Hardware configuration with Pentium 4 3.4 Ghz CPU, Serial ATA II 3.0 Gbps Hard Disk, and 1GB 533 Mhz memory.

The testing result is: The speed is quite fast. It spent 57 seconds to encrypt the almost 1GB files.

Step 2. After content owners protected content and settings rights online in [Media-DRM Control Panel](#). Content owners can publish the encrypted content through online download, distribute data CD/DVD or share it in P2P networks. Media-DRM protected content can be securely distributed to anywhere. Content owners still control the rights.

Step 3. View Protected Content. End users open the protected files from Windows Media Player version 9 or later. After purchased user or authorized user enters their username and password authenticated successfully, they will obtain a license immediately to open protected files. It just takes a few seconds.

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

III. Haihaisoft Media-DRM Product Features

Support Windows Media Format

With Haihaisoft Media-DRM revolutionary technology, it supports the most popular media formats, Windows Media (WMA, WMV, and ASF).

Powerful Control Panel

Media-DRM Online Control Panel allows you manage:

User Groups: You can classify users by groups, and setting groups permissions.

Users: Manage User information and setting Money for user.

License Profiles: The encryption templates. License Profile like a key includes License Rights.

Approved: When users pass the approved, they will have legal rights.

A variety of Rights Permission

- Rights for PC.
- Allow Play Count.
- Allow Burn To CD.
- Burn to CD Count.

License Rights for PC

- Play Count.
- Rights Price.
- Begin Date and Expiration Date.
- Expiration after First Use.
- Delete or Disable License On Clock Roll Back.

Supports Portable Device

- Allow Transfer To Non-SDMI Device.
- Allow Transfer To SDMI Device.
- Allow To Transfer Count.
- PM(Portable Media) Rights.
- PM(Portable Media) Expiration Date.

Supports Protect Live Broadcast

With Haihaisoft DRM, content owners can deliver protected live digital media content such as news, rock concerts, or major sporting events over the Internet as the events are happening, without requiring that the content first be batched and saved.

It's simple. Content owners just need to create .DRM profile in Media-DRM Control Panel, and import the .DRM profile to Windows Media Encoder.

Media-DRM Packager

Content owners download Media-DRM Packager protect Windows Media Files. It supports batch encryption.

IV. Media-DRM System Features

Strong Encryption

The Haihaisoft Media-DRM Platform provides Media-DRM Server, Media-DRM Packager, and Windows Media Player. These components are able to upgrade to ensure high security level.

Business Scenarios

Media-DRM support Subscription Services, Purchase and Download Single Tracks, Rental Services, Video-on-Demand or Pay-Per-View Movies, Live DRM, and Distance Learning. [Learn More...](#)

Batch-encryption Technology

You can batch create DRM profiles and encrypt media files by Media-DRM packager so that it will save your valuable time.

Easy-to-Change Licensing Terms

Because licenses and protected files are stored separately, licensing terms can be changed on the licensing server without the need to redistribute or repackage the file.

Integration Support

The Haihaisoft Media-DRM XML web service provides the interface that your website can deliver license to customers. For example, when a customer ordered a protected content from your website, when customer plays the content, it will prompt your website customized login page, after customers input Username and Password of your websites account and done the payment, they will get the license immediately to play the protected file.

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

Windows Mobile/ Media Device

Haihaisoft Media-DRM supports mobile devices (Pocket PC 2003 or Windows Mobile) immediately acquire License on the Internet instead of the old deliver methods that license needs to be synchronized from computer.

V. Compare Media-DRM Server Professional Edition and Enterprise Edition

| | Professional Edition | Enterprise Edition |
|--|----------------------|--------------------|
| Media-DRM Packager | ✓ | ✓ |
| License Server | ✓ | ✓ |
| Online Control Panel | ✓ | ✓ |
| Protect Media files | ✓ | ✓ |
| Support PC | ✓ | ✓ |
| Live DRM Encryption(Protect Live Broadcasting) | - | ✓ |
| Windows Mobile or Portable Device | - | ✓ |
| Technical Support | \$440 per year | \$588 per year |
| Price (\$USD): | \$3000 | \$4400 |

Professional Edition

The price of Media DRM Professional Edition Server is \$3000, and the annual technical support fee is \$440. Permanent technical support fee is \$1500.

In other words, if you pay for the permanent technical support fee, it includes permanent free updates and technical support.

Enterprise Edition

The price of Media DRM Professional Edition Server is \$4400, and the annual technical support fee is \$588. Permanent technical support fee is \$1500.

In other words, if you pay for the permanent technical support fee, it includes permanent free updates and technical support.

VI. Haihaisoft Customers

Best ROI (Return On Investment)

Media-DRM system helps content providers to effectively encrypt contents. Bringing the secure protection and portability to ensure consumers can enjoy their content anywhere.

High-quality Customer Service

Haihaisoft knows service is very important for customers. We update the software according to customer comments and suggestions.

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

Haihaisoft Client

Haihaisoft's services and solutions are deployed by companies in the entertainment, consumer electronics, gaming, software, information publishing and corporate IT markets to solve industry-specific challenges.

Information Security



Arden Software

Music



callarecord.com

Language Training



ATA Beijing

High School Education



BestEDU

Cartoon



Nobel Cartoon

Living TV Program



espnstar

Entertainment



mooziko.com

Computer Training



MLDN Beijing

Boating



Pacific Boating Development

University



Peking University

Career Consultant and Success training



Rocky Liang --- Rocky101

Government



The government of Shanghai

Jobs



HTA-services

VIII. ABOUT HAIHAISOFT

From 2003, the founder Haibo Shi and Hairui Shi started to build the DRM system and release the first product Riboo Media-DRM Protector. Haihaisoft Media Services and Digital Rights Management services tested strictly by Microsoft, and became the third Windows Media Service Provide in China, and start leading the Media Services and Digital Rights Management market in China.



Haihaisoft is the 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.

Our Career

Haihaisoft has grown to include 4 core websites and includes various solutions and service to fulfill Haihaisoft's mission. Haihaisoft solutions and services include Live P2P broadcasting, Media Encoding, Media Streaming, Customizing Media Player, and Customizing PDF Reader.

To fulfilling that mission, Haihaisoft needs to solve the serious content pirate's problem in the world. Haihaisoft developed a new approach to protect content: content owner just needs to register an account online and then can easily protect, publish, and sell almost all Audio/Video format and PDF documents in a single system. All software are kept updating to against pirates. The content protection has never been so easy and reliable.

Haihaisoft Websites

Here is the brief overview of 4 Haihaisoft websites.

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.

[Haihaisoft Universal Player](#) 1.5 offers great new ways to store and enjoy all your music, video, pictures, and recorded TV. It supports playing more than 400 media formats and the media files protected by DRM-X.

[Haihaisoft PDF Reader](#) is a free PDF document Reader and Printer, with very small size (only 3.4 MB), extremely fast launch speed and rich feature set. It is also for reading PDF document protected by DRM-X platform and supporting 39 languages.

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.

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, Smartphones and Portable Media Player.

DRM Magazine's Mission: Delivering the most important DRM technology publication in the world.

DRM Magazine the guide to DRM Technology, it delivers the most important DRM technology publication in the world, and the comparative reviews of DRM products.

Technical Support

- Email Support (service@haihaisoft.com)
- Phone Support (Skype: haihaisoft)

If you still have any questions about Media-DRM Server,

Please feel free to contact us!

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



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