



Cloakware DRM Solutions

OMA DRM 1.0 Client for Windows Mobile™ – based devices

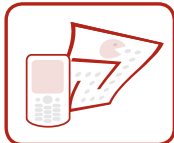


Cloakware OMA DRM 1.0 Client for Windows Mobile™-based devices successfully puts into practice the digital rights management (DRM) standards established by the Open Mobile Alliance™ (OMA DRM 1.0) for applications operating in the wireless space. This version of the OMA DRM 1.0 Client fully implements Microsoft's DRM APIs for the Windows Mobile operating system.



RINGTONES

DRM systems have become increasingly important tools for content owners interested in protecting copyrights and retaining the value of their digital property. The goal of the OMA standards for DRM is to promote compatibility and interoperability among DRM-protected content formats and wireless device platforms.



GAMES

For Windows Mobile-based devices, Microsoft has developed a set of generic DRM APIs specifically designed to communicate with DRM clients such as the OMA DRM 1.0 Client. Windows Mobile DRM APIs are intended to be used for deploying and managing DRM client software, offer a consistent user experience, and provide a smooth upgrade path.

**MUSIC
DOWNLOAD**



In addition to supporting all mandatory and optional OMA DRM 1.0 features, the OMA DRM 1.0 Client emphasizes high-performance while maintaining a low footprint on the client device.



**VIDEO
DOWNLOAD**

The Consumer Experience

For the mobile consumer, a successful DRM experience should be simple and non-intrusive. The consumer should be able to purchase, download, and access media content with a minimum of interaction. The following scenario demonstrates a typical consumer, Lori, as she uses a wireless device with the Cloakware OMA DRM 1.0 Client to get the content she wants:

- > **Browse & Purchase:** Lori uses a storefront to browse available content and make a purchase.
- > **Download Content:** Lori downloads the content to her device by clicking a link on a web page provided by the storefront. Once Lori clicks the link, the download process behaves like any other file download in Internet Explorer. Content and licenses are automatically downloaded and processed by the OMA DRM 1.0 Client.

Access content: Once the content is delivered, Lori can access her content with media applications using Windows Mobile DRM APIs. She can simply open the file in the same way

she opens any file.

When an OMA-protected file is opened, the OMA DRM 1.0 Client silently checks for valid licensing, decrypts the secure content, and provides it to Lori's media application.

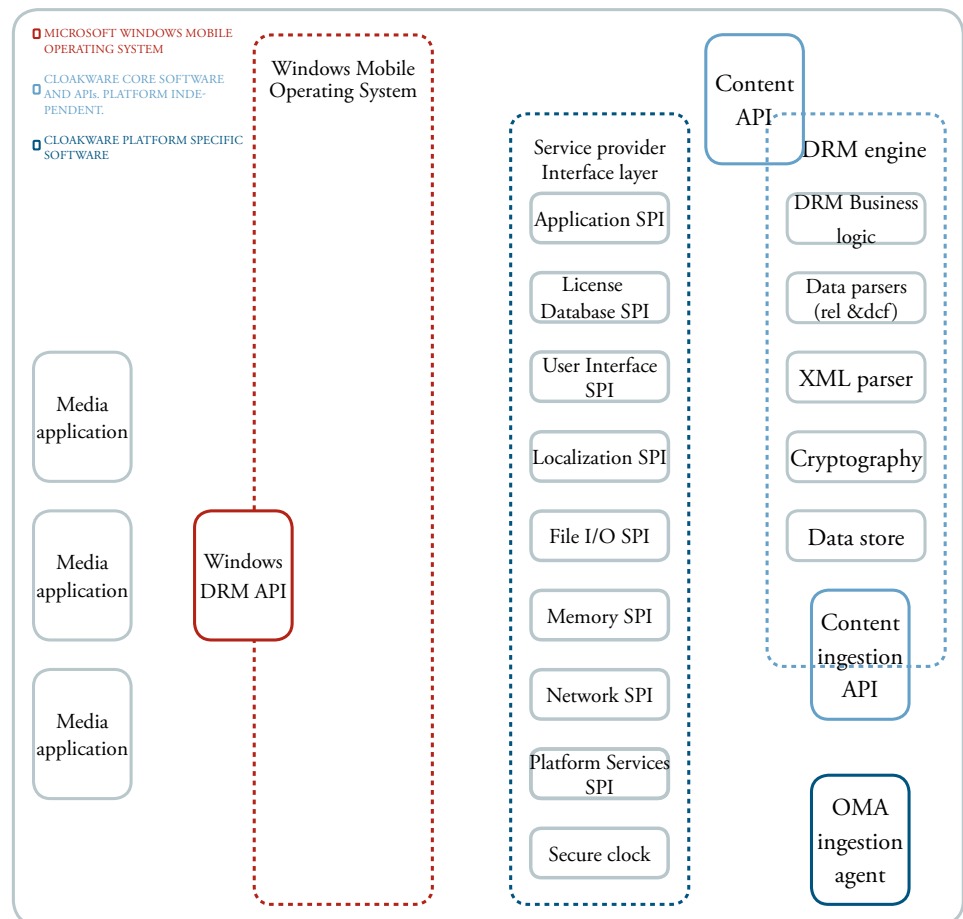
- > **Renew Licensing:** When Lori needs a new license for her content, she is automatically sent to the storefront to purchase new licensing.
- > **Share Content Between Friends:** When Lori wants to send a song to a friend, all she needs to do is send the secure file.

The OMA DRM 1.0 Client checks that the file can be redistributed, and generates a file for redistribution. In addition, the OMA DRM 1.0 Client enables Lori's friends to quickly and easily acquire their own licensing so that they can enjoy the secure content.

The Cloakware OMA DRM 1.0 Client Solution

To achieve a successful consumer experience in accordance with OMA DRM specifications, two main tasks must be accomplished on the device: (1) recognize and ingest OMA DRM secure content and licenses sent to the device, and (2) when accessing content, evaluate licenses so that rights management integrity is maintained. In support of these requirements, Cloakware provides two components to be installed on a mobile device:

- > OMA Content Ingestion Agent
- > OMA DRM Engine



The OMA Content Ingestion Agent processes all OMA DRM secure content and licenses when it is re-

ABOUT CLOAKWARE

Cloakware, an Irdeto company and part of the Naspers group, provides innovative, secure, proven software technology solutions that enable customers to protect business and digital assets in enterprise, consumer and government markets. Cloakware's two main product lines include: Cloakware Datacenter Solutions which help organizations meet governance, risk management and compliance (GRC) objectives for privileged password management while ensuring business continuity and the security of mission-critical data and IT infrastructure. Cloakware Consumer Product Solutions protect software and content on PCs, set-top boxes, mobile phones and media players. Protecting more than one billion deployed applications today, Cloakware is the security cornerstone of many of the world's largest, most recognizable and technologically advanced companies. Headquartered in Vienna, VA and Ottawa, Canada, Cloakware has regional sales offices worldwide.

CONTACT INFORMATION

Corporate Headquarters

Cloakware Inc.
8219 Leesburg Pike, Suite 350
Vienna, VA, USA 22182
Tel. +1.703.752.4830

Canada

Cloakware Corporation
84 Hines Road, Suite 300
Ottawa, ON, Canada
K2K 3G3
Tel. +1.613.271.9446

www.cloakware.com

ceived by storing content and registering licenses. The download event mimics Internet Explorer's normal file download process, ensuring a consistent user experience.

The OMA DRM Engine responds to requests by device applications for access to OMA secure content, whether for rendering, file management, or peer-to-peer sharing. The OMA DRM Engine checks for licenses, evaluates the rights language of the license, and decrypts the content for the application.

The OMA DRM Engine works in conjunction with Microsoft's Windows Mobile software and DRM APIs. All device applications can support DRM content using the DRM APIs to access OMA DRM Engine functionality.

Feature Summary

The Cloakware OMA DRM 1.0 Client supports all mandatory and optional OMA DRM features, as well as several features specifically designed for Windows Mobile devices:

- > Supports all three OMA DRM delivery methods: forward lock, combined delivery, and separate delivery, including rights delivery via WAP push.
- > Supports the new Windows Mobile DRM APIs.
- > Provides support to manage peer-to-peer sharing (super-distribution), and licensing of shared content.
- > Uses additional security features to supplement the OMA DRM model, including:
 - > Encrypting all forward-locked content to prevent redistribution.
 - > Providing a secure clock to maintain the integrity of licensing constraints.
- > Provides logic to evaluate OMA DRM rights expression language and enforce licensing constraints, ensuring controlled consumption of OMA DRM content.
- > Maintains the integrity of rights objects received by the rights issuer.
- > Offers garbage collection functionality to remove expired rights objects and optimize storage consumption on the device.
- > Provides a simple and non-intrusive content downloading and licensing experience.
- > Offers streamlined device integration for Windows Mobile devices.
- > Provides a centralized DRM User Interface that supports 27 languages and is easily localizable to specific customizations.
- > Supports OMA content ingestion via URL, including download descriptor processing.

*Cloakware is a subsidiary of Irdeto which is a Member of the Open Mobile Alliance

© Cloakware Inc., 2008. All rights reserved.

This document is provided "as is" with no warranties, expressed or implied, including but not limited to any implied warranty of merchantability, fitness for a particular purpose, or freedom from infringement. Cloakware Corporation and/or Cloakware Inc. may have patents or pending patent applications, or other intellectual property rights that relate to the described subject matter. 'Cloakware' and its logo are registered trademarks of Cloakware Corporation, a subsidiary of Cloakware Inc. and are used under license. All other names herein are the trademarks or registered trademarks of their respective holders. The furnishing of this document does not provide any license, expressed or implied, by estoppel or otherwise, to any such patents, trademarks, copyrights, or other intellectual property rights. Cloakware Inc. assumes no responsibility for error or omissions in this document; nor does Cloakware Inc. make any commitment to update the information contained herein. This document is subject to change without notice.

CW-CDS-DS-USE-200901