



## Cloakware DRM Solutions

Fast, flexible, secure protection

### KEY BENEFITS

- Secures your software and IP from untrusted environments
- Reduces time to market for your application or device without compromising security
- Provides secure cryptographic and data storage functionality
- Flexible deployment and key injection for device manufacturers and downloaded applications
- Ensures your DRM and content protection implementation meets Robustness Rules
- Broad platform support
- Flexible security that meets performance requirements and leverages hardware security features where possible

### KEY FEATURES

- Easy to use library and secure agent model
- High-level APIs designed for easy integration
- Agents are hardened using Cloakware technology, and diversified specifically for each customer

### SUPPORTED

- DTCP/IP, OMA DRM, Marlin
- WMDRM-PD/-NDR/-NDT, PlayReady
- COPP, PVP-OPM

Powerful software protection for applications and digital rights management solutions

### Software security solutions for the connected digital world

A growing number of security-sensitive applications are running on an increasingly standardized set of open operating systems and popular microprocessors. Consequently, there are more skilled people and organizations capable of hacking, copying and subverting your applications and devices. Nonetheless, software is a competitive differentiator and—in the case of digital content—required to hold cryptographic secrets and enforce policies. Protection against software tampering has never been more critical.

### Devices that are not robust risk being revoked

Digital rights management (DRM) standards have recognized this issue and legally require application developers and device manufacturers to meet Robustness Rules. These rules outline the assets to protect, recommend protection methods and specify the level of resistance to attacks required. Licensees not meeting these minimums face potential revocation of their device and additional penalties, brand erosion and support challenges.

### Leveraging proven security techniques and expertise

As Cloakware expands from our traditional security developer base, we recognize the challenges facing product managers and developers who need simple, timely security solutions. Cloakware DRM Solutions are flexible, comprehensive packaged solutions that leverage our core software protection tools, software security expertise, and industry knowledge of cryptography and DRM standards.

Delivered as a library and secure software agent, Cloakware DRM Solutions are easy and fast to integrate into your application using standard programming practices. Your developers integrate with high-level APIs that give access to the DRM services required and the agent forms a secure root of trust for your application.

### Faster time to market

Cloakware DRM Solutions enable you to get to market quickly with a robust, secure and compliant product, without needing to become a security expert.

## 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 policy and digital assets in enterprise, consumer and government markets. The company has two main product lines: Cloakware Datacenter Solutions 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 over 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

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### What are Robustness Rules?

Premium content owners have turned to standardized DRM systems to protect their digital assets. Device manufacturers and applications that handle premium content must license the applicable DRM system. DRM licenses require the client devices to be secure according to legal requirements called Robustness Rules. While the rules differ slightly between standards, they are common in concept and adoption. Non-conformant licensees face liabilities, third-party beneficiary claims, and—arguably worst of all—revocation of individual devices or entire product lines. Revocation is a technical means embodied in DRM systems that, at a minimum, prevents devices from obtaining new content.

### Flexible security

Cloakware agents are tunable to deliver the security and performance needed for your application and/or device. We leverage operating system and hardware security capabilities where available, to provide the best combination of security possible.

Our solutions are designed to get you started quickly. If you need to extend your security, we can provide integrity verification of your application and other modules. All of our DRM solutions combine with our core Cloakware Security Suite tools, allowing you to protect your proprietary code as well.

### Selectable functionality

Agents provide broadly-applicable secure data storage and cryptographic functions, and specialized DRM software functionality.

### Flexible deployment

It is important to carefully safe-guard the production keys and certificates and isolate them from testing. We provide an individualization server to support chip providers and ODMs, where the final key insertion is often done in a remote location, such as on an OEM assembly line or during registration via a web server.

### Broad platform support

Cloakware supports all major PC, mobile, set-top box and embedded platforms, including all major operating systems (Mac OS X, Symbian, Linux, VxWorks, Microsoft XP, Vista and CE) and CPUs (IA32, PPC, ARM, and MIPS). Ask us for the latest supported platforms.

### Lower risk from proven security

Cloakware DRM Solutions leverage our core software protection technology which has been deployed on over one billion PC, mobile, and embedded systems. We apply our years of expertise in developing and deploying both proprietary and standards-based content protection systems to ensure that your product meets the applicable security requirements.

### Full professional services and support

Cloakware has an experienced team of security engineers to ease integration and ensure security assurance. We also provide ongoing maintenance and support, keeping the product synchronized with evolving DRM standards and ahead of the hackers.