

Web-COPS: Digital Rights Management

Web-COPS is a security system that encrypts executable files for safe distribution. Web-COPS lets your customers try and buy your programs. Programs can be downloaded from your website, or distributed via any other media. Once an access code is issued, the protected application is enabled, and Web-COPS recognizes the machine on which it's installed. The application is now locked to the user's machine and will run only on that machine and only until the specified expiry date. After initial installation, the protection is totally transparent to the user.

Nowadays, customers want to try a product before buying it. We have all seen and downloaded trial versions of an application from the Internet. Many different schemes are available, each with advantages and disadvantages. Some are easy to crack; while others are heavy to use, or difficult to apply.

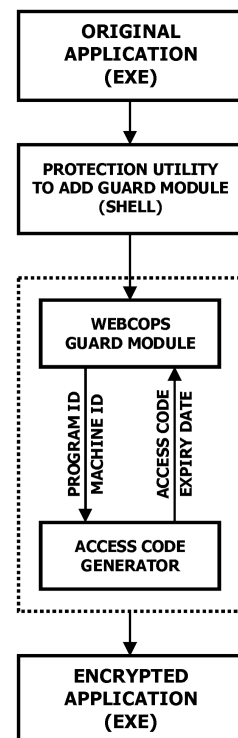
Web-COPS is a quality product utilizing the same high-security techniques developed over the past years for our other security products: CD-COPS and DVD-COPS. It relies on machine identification; an area of technology where we have been a pioneer. The access code issued to a customer can be used only on the target machine and cannot be broadcasted on the Internet. The software utility which identifies, recognizes and either accepts, or rejects the machine, is itself protected by "Code Security", a system that has been in use since 1984 and is well-known throughout the world, as being virtually unbreakable. Code Security is a legend in the Middle East where piracy is a very serious problem. This technology prevents hackers from peeling off the protection and extracting the unencrypted application.

So, by using Web-COPS, encrypted data or applications can be downloaded by users, directly from your homepage. The user fills out a simple form displayed on his browser. Then, while he is online, Web-COPS checks his credit card information and installs the product on his machine. The installation can be either permanent, but only on this specific machine, or run for a certain period, or allow a fixed number of runs, printouts or other operations. Bear in mind that the protection can be applied to already existing browsers such as Adobe's Acrobat (.PDF files).

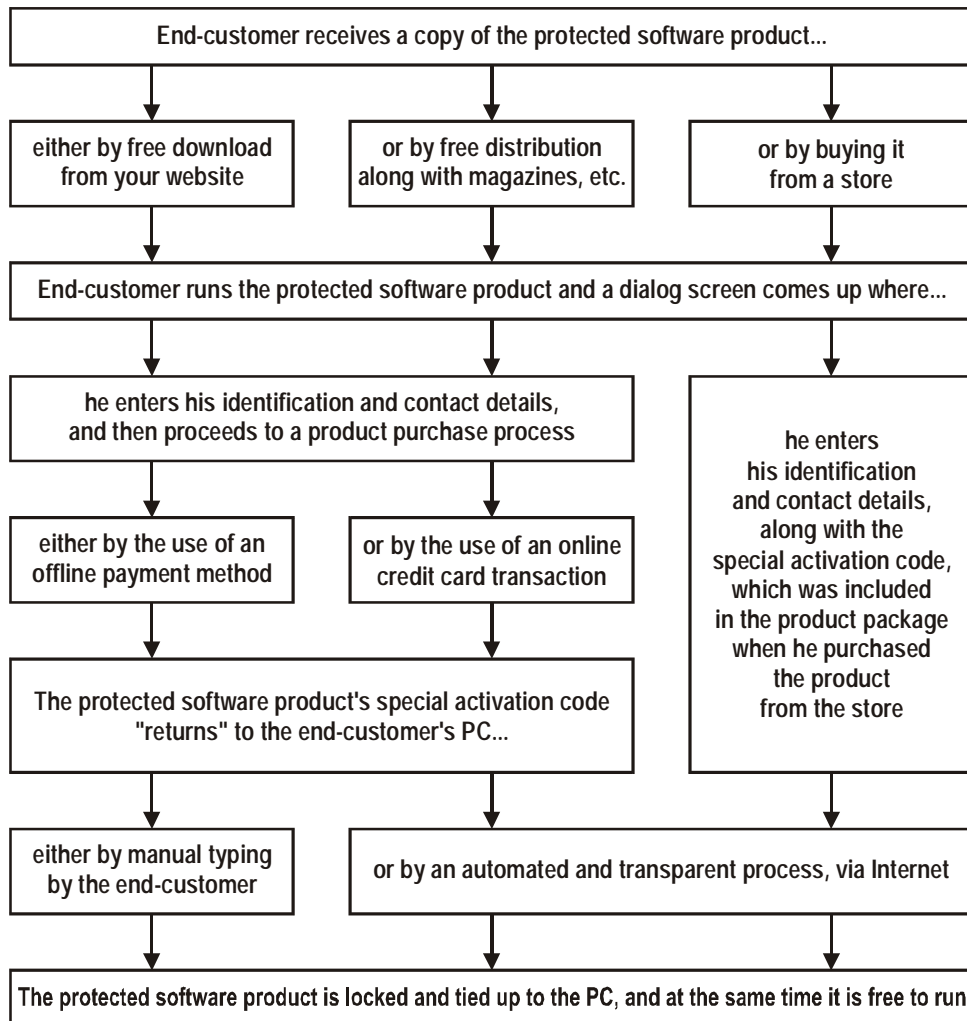
Easy to Apply – No changes are needed to be done in your application. Web-COPS is a so-called shell or envelope protection. You run an easy-to-use protection software utility and add the protection directly to your finished "exe" file. In case of data files, you run the "Crypto" encryption utility.

How it works – When the protected program is started up for the first time on the target PC, the Web-COPS shell connects to the Internet and sends two pieces of information to the ASP page: the Program ID and the Machine ID. The publisher/distributor has assigned the Program ID, while the Machine ID is measured on the spot. Using the two IDs, the ASP page calculates an access code. This access code enables the program. This code will work only on the target PC, only with that particular program/application, and only until the expiry date contained in the code. Bear in mind that the access code is generated automatically by another ASP page running under Windows NT or 2000, which are the most common operating systems for web servers.

Use any media – A Web-COPS protected application can be distributed via the Internet, email, CD-ROM, DVD-ROM, or any other media. The application is encrypted and cannot be used until enabled by entering an access code. Once enabled, the application runs only on the target machine and only until the expiry date contained in the access code. A Web-COPS protected application can be enabled automatically via the Internet, or manually by telephone, fax, or email. In any case, the end-user receives an access code that allows the application to start. You are in complete control of this code, which is machine-specific, application-specific, and also determines the expiry date. You can configure the user-interface for each protection. All text is taken from an "ini" file, making it easy to translate messages to other languages.



Immediate Functionality – Consumers can Try & Buy using the hardware and software they already own. Implementation for game developers and publishers is fast and simple, without requiring any source code modification. The system's capabilities are an extensive menu of rules that control access to, use of, and payment for content.



Creation of New Sales Channels – MediaWise software tool brings the purchase decision and instant fulfillment directly to the consumer's desktop. This enables the creation of entirely new sales channels and a new universe of sales and marketing techniques. Try & Buy functionality and unique security features create a new universe of marketing opportunities.

Complete e-Commerce Service – All transactions are processed through secure commerce server utilizing Secure Socket Layer (SSL) protocol. Content owners are not required to acquire, or maintain proprietary e-commerce capability. The revolutionary security features and seamless e-commerce capabilities permit capturing the benefit of this fast-growing global sales channel.

Uniquely Targeted Marketing – The system's fully customizable purchase invitation, data collection, and confirmation screens are extremely valuable real estate. The customer sees these screens at the exact moment of peak interest in the product, with 100% attention focused on the computer screen. These screens are real time, two-way communication windows with customers, capable of delivering today's marketing message regardless of when the product was originally distributed.

Leverage Existing Sales Channels – Bundle multiple enabled products on the same CD-ROM, or DVD-ROM with a traditional product sold through ordinary sales channels to gain selling opportunities on the consumer desktop. Replace dead-end demo campaigns with enabled content distribution campaigns. Accomplish demonstration, sale, and fulfillment all in one marketing effort. Create campaigns with channel partners to place more enabled products in consumer households, including bundling with other products.

Powerful Sales Tools – Try & Buy functionality combined with innovative distribution and marketing can produce universal new product launches with instant market penetration. With ordinary time-limited, or execution-limited demos, customer can thoroughly explore a product, advancing from level to level. Customer's curiosity and need to win are satisfied. With level technology the only route to satisfaction is purchase. The purchase opportunity is right there on consumer's computer screen, with instant fulfillment. Realize higher revenue per disc & packaging unit cost with multiple enabled products on every disc. Load multiple enabled products on one CD-ROM, or DVD-ROM, and place the discs in consumer households using insertion and bundling campaigns with magazines, books, computers and computer peripherals, toys and games, fast food outlets, and general mass-market merchandise.

Cut Costs – With multiple enabled products on one disc, marketing, advertisement and fulfillment expenses, as a percentage of sales, will decline and at the same time sales shall increase without increasing inventory.

About MediaWise International, Ltd.

MediaWise International is a cutting edge creative, innovative company specializing in Information & Communication Technology Systems & Services. Our headquarters and collaborating optical disc production plants are based in Thessaloniki, Northern Hellas (Greece). Laboratories and affiliated premises are located all over the world. As a result of our strategic collaboration with Sanyo Holding we have become a major software fulfillment center in the Mediterranean area and are able to offer a wide gamut of high quality products and services.

Our marketing policy is based on three values: "Product Reliability", "Quality of Service", and "Customer Satisfaction". This focus has allowed us not only to achieve high performance in the areas of human and material resources, but also excellent results: a complete range of high technology products and services for the European, Middle East, and Asian markets.

Our Products and Services list comprises "Software Copy Protection", "Software Security", "Digital Rights Management", "Optical Disc Manufacturing", and "Internet Advanced Services".

In order to serve our customers in the most cost effective and competitive way, we have established sales offices and local fulfillment centers throughout the Near and Middle East: Istanbul (Turkey), Beirut (Lebanon), Damascus (Syria), Jeddah (Saudi Arabia), and Teheran (Iran). Further expansion is underway in the Far East: Seoul (Korea), Hong Kong, Singapore and Tokyo (Japan).

The company's main business objective is to become a "One-Stop Shop" for a wide range of services related to the software industry. We also have an eye for business opportunities in the ever-evolving software industry and the explosion of demand for Internet services, through research and monitoring of the market.