

# ADOBE® FLASH® MEDIA RIGHTS MANAGEMENT SERVER

Cross-platform media content protection



Adobe Flash Media Rights Management Server works with two cross-platform Adobe client products that maximize the user experience of your valuable media.

## Adobe Media Player

Adobe Media Player is a next-generation desktop media player and management application for high-quality video playback. It provides new branding and advertising opportunities by allowing you to customize the playback screens surrounding content. Together with Adobe Flash Media Rights Management Server, Adobe Media Player enables users to download advertising-supported or licensed video content to their Macintosh or Windows® desktops and watch them at their convenience, whether they are online or offline.

## Adobe AIR

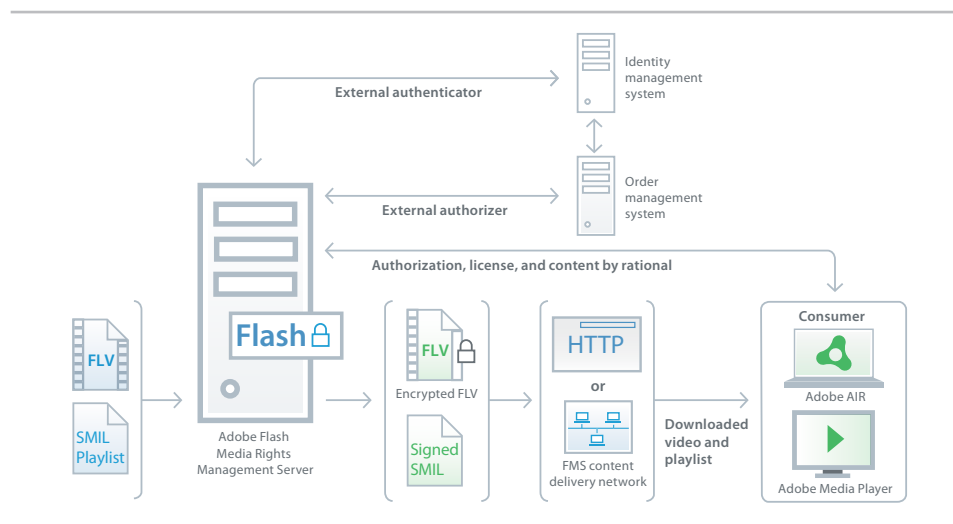
Adobe AIR is a new cross-operating system runtime. It lets you deliver branded rich Internet application (RIAs) to the desktop that give you a closer connection to your customer. Built on proven, open technologies, AIR provides a reliable, simple way to develop and deploy custom applications with a secure, enjoyable user experience. Together with Adobe Flash Media Rights Management Server, it protects and controls distribution of your media assets. Adobe Media Player runs on top of Adobe AIR.

Generate new revenue and reach new audiences with a cross-platform solution that protects and controls video content even after it has been downloaded

## Adobe Media Player

Differentiate your business from the competition while maintaining the security and integrity of your valuable media assets. Adobe Flash Media Rights Management Server software protects your downloaded video investment throughout its lifetime by setting detailed parameters that determine how and when your content is viewed and who can view it. Together with either Adobe Media Player or Adobe AIR™, you have all the tools you need to develop new business models for your media content.

Flash Media Rights Management Server locks content to branding and advertisements for advertising-supported business models. You can also license content—either permanently or on a rental basis—to authorized users or groups of users. Adobe even gives you the tools to quickly develop your own custom desktop application—developed on the Adobe AIR platform—to incorporate protected, downloaded video as part of a rich Internet media experience. Finally, enterprises that already enjoy the security of Adobe LiveCycle® Rights Manager ES software can easily extend that security to downloaded video broadcasts for their employees or business partners.



## System requirements

### Operating systems

- Red Hat®/SUSE™ Linux®
- Microsoft® Windows

### Application servers

- BEA WebLogic

### Databases

- Oracle

### Clients

- Adobe AIR
- Adobe Media Player

### Hardware requirements

- Intel® Pentium® 3 (or x86 equivalent) 1GHz processor or VMware ESX Server or GSX Server (Windows only); Pentium 4 2.8GHz or faster processor recommended; (dual-core processor will further enhance performance)
- 2GB of RAM; 4GB recommended
- 2.7GB of temporary available hard disk space plus 1.7GB of available hard disk space for Flash Media Rights Management Server

### This product is available in the following languages:

- English

### Media support

- FLV and F4V containers

## Key advantages

### Unprecedented reach

Expand your addressable market with a single solution. The client application options for Flash Media Rights Management Server—Adobe Media Player and Adobe AIR—both allow users to download media to either Macintosh or Windows desktops.

### Flexible usage rights

Match usage rights to your business model. Set usage rights by content, user, or group and control how users view and share media. Allow rights to be shared among groups and restricted from general use.

### Dynamic rights management

Flash Media Rights Management Server makes it easy to change usage rights or policies for content, users, or groups of users. You can also leverage your existing systems to help set access rights, such as content or order management systems.

### Persistent content protection

Minimize risk or loss of valuable content by controlling your media even after it has been distributed. Flash Media Rights Management Server encrypts media and applies policies that help control their use and restrict availability.

### Improved user experience

Together with Adobe Media Player or Adobe AIR, Flash Media Rights Management Server gives users the opportunity to download quality, uncorrupted video content and enjoy it at their convenience, whether they are online or offline. With Adobe Media Player, users can subscribe to their favorite shows and have them downloaded automatically.

### Easy system integration

Generate new revenue easily from your existing customer base. Flash Media Rights Management Server includes a service provider interface (SPI) that gives you the flexibility to work smoothly with existing authentication and authorization systems, including LDAP Active Directory and custom portal management environments.

## For more information

For more details about Adobe Flash Media Rights Management Server, visit [www.adobe.com/go/fmrms](http://www.adobe.com/go/fmrms).



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