



Adobe® Flash® Access 3

Confidently deliver video content online

Maximize the reach of your valuable media by leveraging the ubiquity and familiarity of Adobe client technologies. Adobe Flash Access works with Flash Player 10.1 or later (11 for Flash Access 3.0 features) and Adobe AIR 2 or later (3 for Flash Access 3.0 features).

Adobe Flash Player

Flash Player, which is now supported by over 132 million smartphones and tablets, is a cross-platform, browser-based application runtime that provides uncompromised viewing of expressive applications, content, and videos across browsers and operating systems.

Adobe AIR

Adobe AIR, a key component of the Adobe Flash Platform, unleashes the creativity of designers and developers by providing a consistent and flexible development environment for the delivery of applications across devices and platforms. Support for Android®, BlackBerry® Tablet OS, and iOS mobile operating systems and televisions is now available.

Monetize, mobilize, and protect premium video content

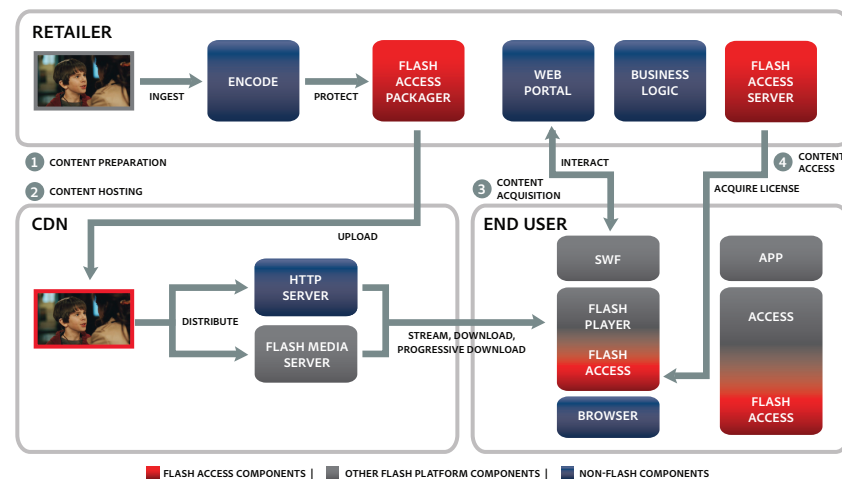
Adobe® Flash® Access software helps content owners, distributors, and advertisers drive more revenue by securely delivering premium video to multiple connected devices, including smartphones, desktops, and connected TVs. Adobe® Flash® Access enables revenue streams including HD rental, subscription, and electronic sell-through.

You can confidently deliver premium video content more securely to the widest possible audience using your chosen business model and distribution infrastructure. Flash Access supports a wide range of business models, including video-on-demand, rental, and electronic sell-through. You can distribute content by streaming through Adobe Flash Media Server, HTTP Dynamic Streaming, progressive download, or by permitting downloads to a content library for local playback at the consumer's convenience.

Flash Access software is part of the Adobe Flash Platform, which provides everything you need to create and deliver a compelling video experience to the widest possible audience. With Adobe Flash Player support for in-browser experiences and Adobe AIR® support for out-of-browser experiences, Flash Access extends your market reach to virtually every computer running Windows®, Mac OS®, or Linux®.

Flash Access software lets you combine persistent content protection with the rich interactivity and flexibility of Flash technology. By specifying usage rules that determine how and when your content is viewed and who can view it, you control access throughout the content lifecycle. Content remains protected all through the distribution chain, helping to eliminate points of attack. You can integrate branding and advertising, strengthening relationships between content owners, distributors, and advertisers.

Selectable output control* technology enables you to specify protection requirements for analog and digital outputs to external displays, providing additional safeguards against unauthorized recording. In addition to selectable output control, Flash Access enables restricting video playback only to devices that meet specific criteria, such as device type (desktop, mobile, TV), OS, or hardware capabilities (hardware root or trust, no user accessible bus or UAB).



* Flash Access Selectable Output Control technology enforces policies for analog and digital outputs across all platforms. Windows, most connected TV devices, and some mobile devices can turn on output protection when required. On other platforms, such as Macintosh and Linux, no supporting operating system functions are available to third-party applications. If "Required" is specified on Macintosh, content will play back on internal monitors (such as laptops) but not external monitors. If "Required" is specified on Linux, content will not play back on any monitors because it is not possible to differentiate between internal and external monitors.

Flash Access SDK

Software requirements

- Java™: Sun™ Java 5 or later x32 or x64 (Standard Edition or Enterprise Edition)
- Reference Implementation, Flash Access Server for Protected Streaming
 - Java™: Sun™ Java 6 x32 or x64 (Standard Edition or Enterprise Edition)
 - Tomcat 6.0
 - Windows Server 2008 (R1 or R2) x32 or x64 (x64 deployment does not support use of an HSM),
 - Linux Redhat ES 5.6 x86 or x86_64

Hardware requirements

- Intel® Pentium® 4 (or x86 equivalent) 2.8GHz or faster processor; multicore processor recommended
- 4GB of RAM
- 3GB of available hard-disk space
- Hardware security module (HSM) recommended

Flash Access clients

Adobe® Flash® Player 11

- Windows®: Microsoft® Windows XP (32 bit), Windows Vista® (32 bit and 64 bit), or Windows 7 (32 bit and 64 bit)
- Mac OS : Mac OS X v10.6, v10.7 (32 bit and 64 bit)
- Linux®: openSUSE® 11.3 or later (32 bit and 64 bit); Red Hat® Enterprise Linux® (RHEL) 5.6 or later (32 bit and 64 bit); or Ubuntu 10.4 LTS or later (32 bit and 64 bit)
- Android 2.2 or greater

Adobe AIR® 3

- Windows®: Microsoft® Windows XP (32 bit), Windows Vista® (32 bit and 64 bit), or Windows 7 (32 bit and 64 bit)
- Mac OS : Mac OS X v10.6, 10.7 (32 bit and 64 bit)
- Android 2.2 or greater

Flash Access 3.0 SDK supports backward compatibility of Flash Access 2.0 features with: Flash Player 10.1, 10.2 and 10.3 AIR 2.x

Also, Flash Player 11.0 and AIR 3.0 clients support backward compatibility of Flash Access 2.0 features with Flash Access 2.0 SDK

Key advantages

Unprecedented reach—Reach the widest possible audience by delivering protected content to Adobe® Flash® Player or Adobe AIR® applications, enabling users to view on-demand, live, and linear premium content from Macs, PCs, connected TVs, and mobile devices.

Flash Access on mobile—Deliver premium content protection solutions to the mobile device landscape, with Android devices being the first phase (other platforms to follow).

Monetizable linear content delivery—Effectively monetize and securely deliver large linear lineups of broadcast content to large over-the-top audiences.

Key rotation—Rotate the Content Encryption Key (CEK) either every n seconds or on program boundaries, as specified by the content owner (required by many content agreements for linear distribution).

Massively scale premium content protection—Achieve massive scale to address rapidly growing over-the-top consumption by a large number of subscribers.

Scalable license delivery—New license management features (pre-generated, embedded or offline delivery, and hierarchical key management) lower your investment in license server infrastructure and improve TCO to support large subscriber bases and large linear lineups.

Domain management—Enable viewers to access their content on devices in their personal domain.

Device filtering—Restrict specific Flash Access clients from accessing any specific video content:

- Screen type (PC, Mobile, TV)
- OS (Win, Mac, Linux)
- Hardware capabilities (lack of non-user-accessible bus, hardware root of trust, etc.)

Selectable output control—Specify whether selectable output control technologies are required for video output to external devices. Options are available to separately specify analog and digital output controls.

Flexible usage rules—Implement your chosen business model by defining usage rules using a variety of parameters. For example, you can enable time constraints to enforce rental periods; support subscription models through license linking; or bind content to a particular device or device domain for purchase models. You can associate multiple groups of usage rules (or policies) with each media asset, allowing consumers to select the viewing option that best meets their needs.

SWF verification—Specify which video applications or players are allowed to play protected content using both a whitelist and a blacklist. You can also specify the maximum amount of time allowed to download the video application, protecting against attacks on the SWF verification of the application hash.

Authenticated or anonymous access—Require your users to authenticate with an ID and password, where necessary, to support your business model, or allow users to access content anonymously that is funded through advertising.

Robust, renewable security—Limit piracy through industry-standard encryption and robust tamper-resistant techniques. The Flash Access SDK supports a variety of Hardware Security Modules (HSM) that provide highly secure key storage and accelerated cryptographic operations. In the event of a security breach, Adobe can revoke noncompliant clients and users can easily upgrade to a more robust version.

Performance and bandwidth optimization—Provide protected content and optimal viewing experiences for all users. Flash Access protects content encoded at multiple bitrates, allowing users with variable network bandwidth to enjoy the best content quality for streaming content. Flash Access can also selectively encrypt video frames, accommodating various processing power capabilities.

Systems integration—Generate new revenue from your customer base with seamless integration that creates new capabilities. Flash Access is an SDK that permits easy integration with your existing infrastructure, including LDAP, Active Directory, and custom portal management environments.

Support for software as a service (SaaS)—Reduce your time to market and leverage hosted secure infrastructure. Flash Access is also available through Adobe partners who offer content protection services.



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