



Adobe® Flash® Access 2.0

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 and Adobe AIR 2.0.

Flash Player

Flash Player is a cross-platform browser plug-in that delivers breakthrough web experiences to over 99% of Internet users. As the world's most pervasive software platform, Flash Player lets you explore new creative possibilities with market-leading features in a lightweight application size.

Adobe AIR

Adobe AIR is a cross-operating system runtime that lets you deliver branded, rich Internet applications (RIAs) to Mac, Windows, and Linux desktops. Flash developers can easily build AIR applications that allow users to watch protected video from their desktops as part of a rich media experience.

Monetize premium content and extend your market reach with a robust content protection solution

Adobe Flash Access software is a robust content protection solution that lets content owners, distributors, and advertisers realize new sources of revenue by providing seamless access to premium content.

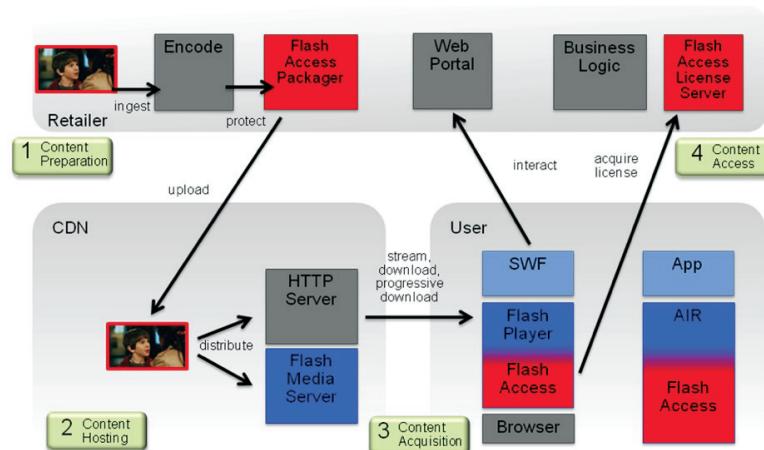
You can confidently deliver premium audiovisual content more securely to the widest possible audience using your chosen business model and distribution infrastructure. Flash Access supports a wide range of business models, including video-on-demand, rental, and electronic sell-through. You can distribute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

Flash Access 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 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 Windows®, Mac OS, or Linux® computer.

Flash Access allows you to combine persistent content protection with the rich interactivity and flexibility of Flash. 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, virtually eliminating points of attack. You can integrate branding and advertising, strengthening relationships between content owners, distributors, and advertisers.

New in this version, output protection controls* give you the ability to specify requirements for analog and digital outputs to external displays, providing additional safeguards against unauthorized recording. Support for multibitrate content enables the best possible viewing experience for consumers. Flash Access is a software development kit that easily integrates into your existing infrastructure.

*Flash Access enforces policies for analog and digital outputs across all platforms, but currently only Windows platforms can turn on output protection when required."



Red = Flash Access Components | Blue = Other Flash Platform Components | Grey = Other Components

System requirements

Flash Access SDK platform requirements

- Java™: Sun™ JDK 1.5 or later
- HSM recommended

Hardware requirements

- Intel® Pentium® 4 (or x86 equivalent) 2.8GHz processor or faster; multicore processor enhances performance
- 4GB of RAM
- 3GB of available hard-disk space for temporary storage

Supported clients

- Flash Player 10.1
- Adobe AIR 2.0

Windows

- Microsoft® Windows XP SP2 and later (32 bit)
- Microsoft Windows Vista® SP1 and later (32 and 64 bit)
- Microsoft Windows 7 (32 and 64 bit)

Mac OS

- Mac OS X v10.4.x (32 bit)
- Mac OS X 10.5-10.6 (32 and 64 bit)

Linux

- Fedora Core 10, openSUSE® 11 (32 and 64 bit)
- Red Hat® Enterprise Linux (RHEL) 5 (32 and 64 bit)
- Ubuntu 7.10 or later or 8.04 or later (32 and 64 bit)

Key advantages

Unprecedented reach—Expand your addressable market with a single solution. Client applications running on Flash Player or Adobe AIR allow users to stream, progressively download, or download content protected by Flash Access to Mac, Windows, or Linux desktops.

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.

Fine application control—Limit which media players have access to protected content by managing a white list of approved SWF or AIR applications. This helps protect against a practice known as deep linking, where third parties use your content and infrastructure while capturing all revenue.

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.

Persistent content protection—Minimize misuse of valuable content by maintaining control of your media throughout the distribution value chain. Content is never left unprotected as it moves across service providers and is cached at various points in the distribution chain, including on the client.

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 anonymously access content that is funded through advertising.

Output protection—Specify whether output protection technologies are required to output to external devices. Flash Access supports digital and analog output protection technologies—including HDCP, CGMS-A, and Rovi (formerly Macrovision®) ACP—for Windows platforms.

Performance and bandwidth optimization—Provide protected content and optimal viewing experiences for all users. Flash Access protects content encoded at multiple bit rates, 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. Flash Access is an SDK that permits easy integration into 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.



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe, the Adobe logo, Adobe AIR, Flash, and Flash Player are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac and Mac OS are trademarks of Apple Inc., registered in the U.S. and other countries. Intel and Pentium are trademarks of Intel Corporation in the U.S. and other countries. Linux is the registered trademark of Linus Torvalds in the U.S. and other countries. Microsoft, Windows, and Windows Vista are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. SUSE is a trademark of Novell, Inc. Red Hat is a trademark or registered trademark of Red Hat, Inc. in the United States and other countries. Java and Sun are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91011664 5/10