



Savantech

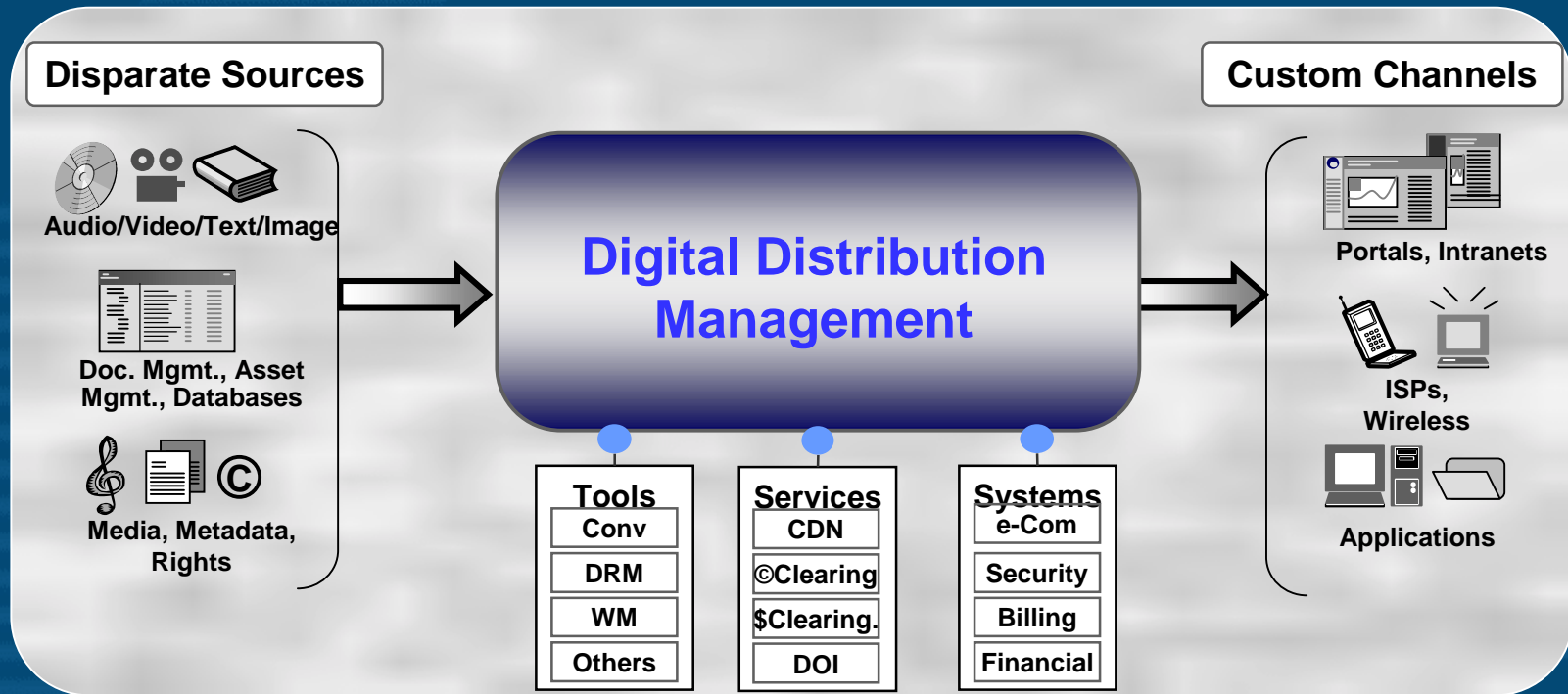
TECHNOLOGY OVERVIEW

Multi-Channel
Catalog & Media Distribution

Copy Protection Technical Working Group
22 October 2002

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- **Automating Digital Distribution**
 - **Key Benefits**
 - **Key Challenges**
 - **Photon Commerce's Unique Solution**
 - **About Savantech**
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Automating Digital Distribution



Integrate management of media, metadata and rights

- Manage content identification
- Virtual catalogs across disparate sources

Secure content based on type, channels, and biz. model

- Plug-and-play with different DRM/Watermarking tools
- Custom business processes for multiple channels

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- **Sell through Multiple Channels**
 - **Reduce Distribution & Service Costs**
 - **Integrate suppliers & channel partners with distribution process**
 - **Manage Brand**
 - **No Technology Lock-in**
-

Metadata Modeling

Used in multiple business processes

- » Reuse/Repurpose assets
- » Rights acquisition, licensing, tracking
- » Product information distribution
- » Catalog management and distribution
- » Digital fulfillment with rights protection

Integrate multiple models

- » Asset management – descriptive
- » Catalog management – sales
- » DRM – rights
- » Delivery – structural

Data Federation

Distributed across disparate systems

- » Different processes result in data distributed across systems
- » Sometimes data resides with partners

Preserve business processes

- » Not require central repository
- » Independent operations without any communication
- » Automate through XML data exchange



Flexible Packaging

Fragmented market for media

- » Custom channel preferences
- » Multiple business models

Numerous tools and services

- » Format conversion (AD, DD), Watermarking, Rights Encryption, Others (Aggregation, Compression, etc.)
- » Evolving technologies
- » Tools are format specific

Custom Business Process

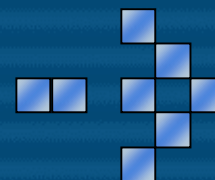
Independently organized responsibilities

- » Duplication of content in multiple systems
- » No automation for triggering

Processes are complex

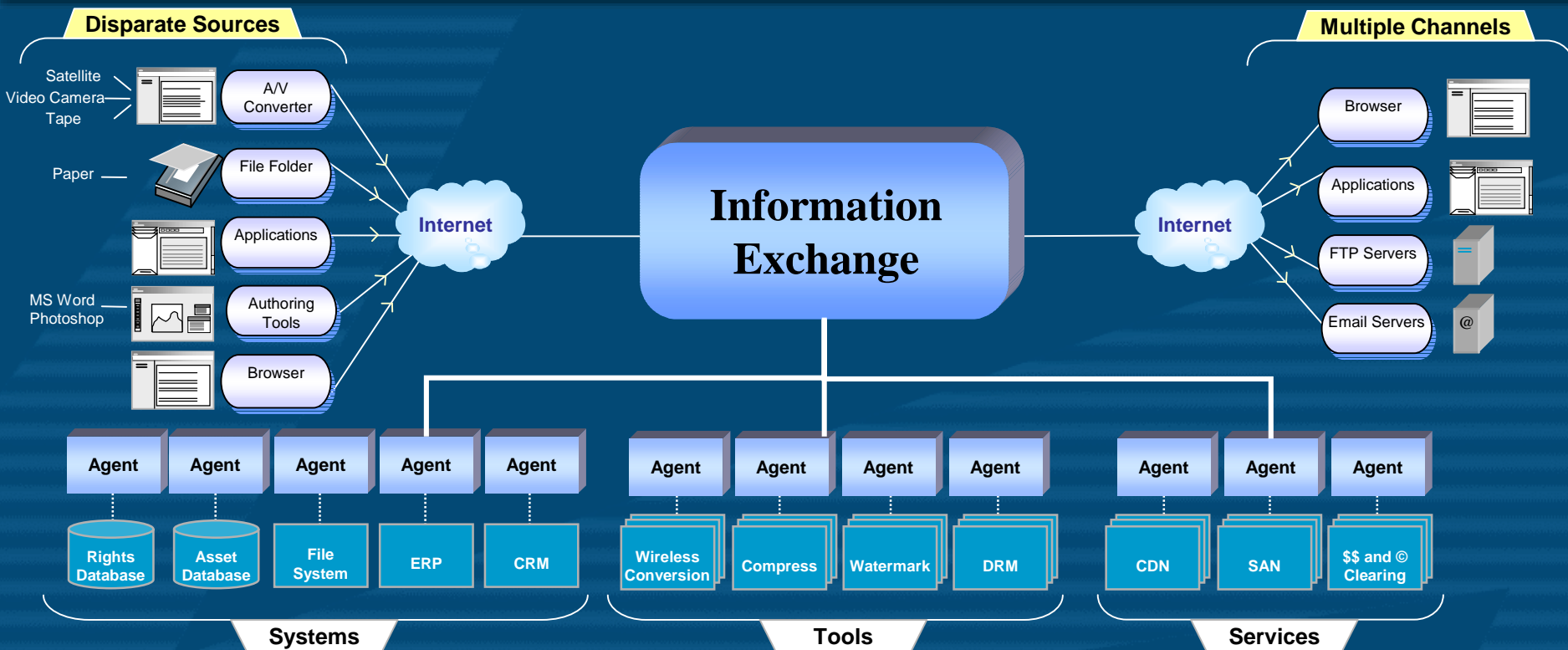
- » Business rules for different situations
- » Involve systems and people
- » Workflows evolve

“Multiplicity”



**Dynamic
process
generation
and
execution**

Photon Commerce Approach



Addressing the 4 key challenges

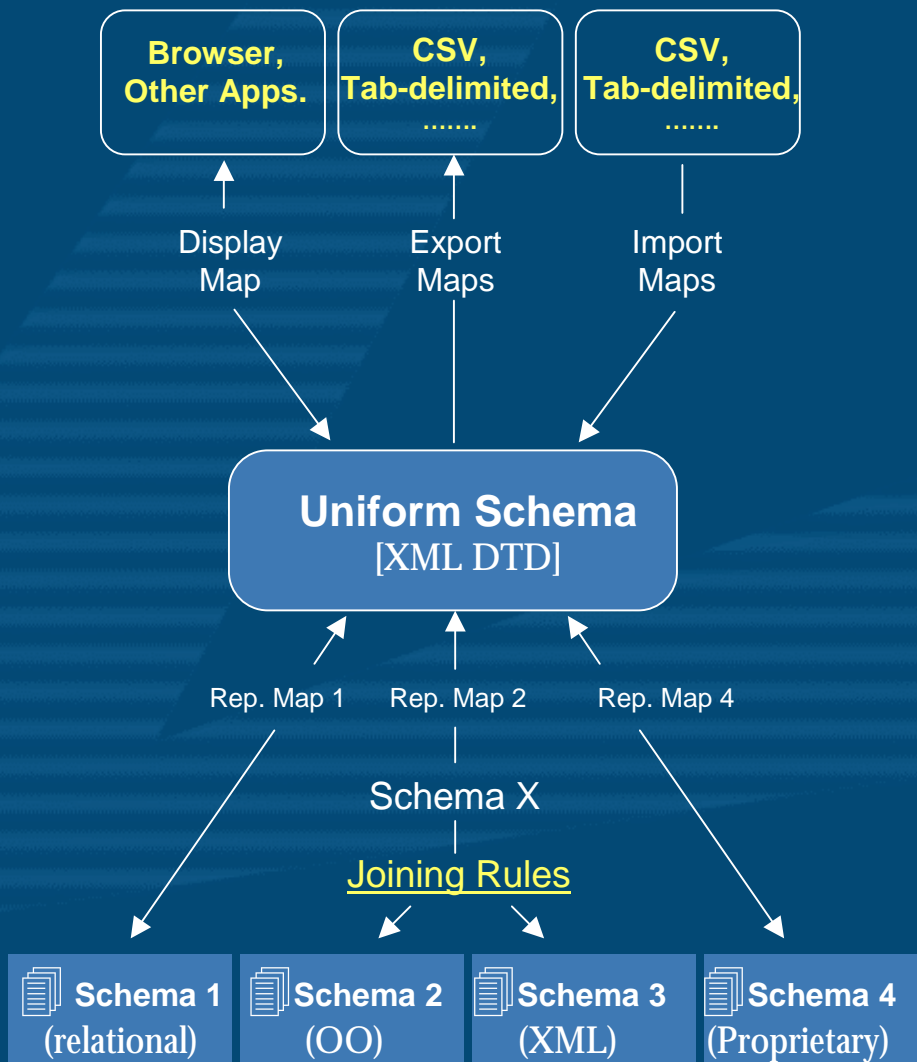
- » Metadata Modeling
- » Data Federation
- » Flexible Packaging
- » Custom Processes

With →

Comprehensive Information Exchange Platform

- » Services Oriented Architecture
- » Workflow-based System
- » Dynamic Process Generation Technology

Uniform Metadata Model

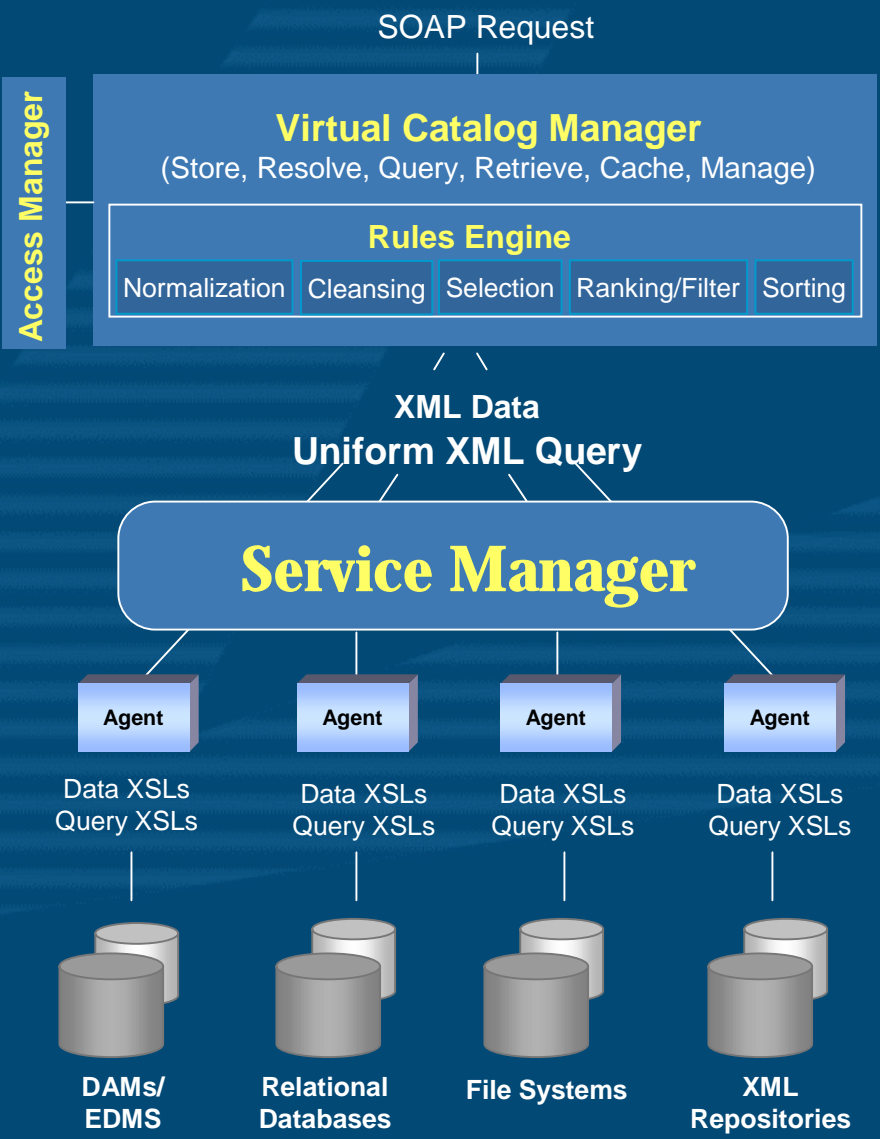


Adopt uniform model

- » Any schema -XML DTD representation
- » Index and retrieve rich content
- » Consistency across metadata types – descriptive, rights, structural, sales, etc.

Implement different services

- » Unique Identification Schemes
- » Royalty Tracking
- » Rights Clearing



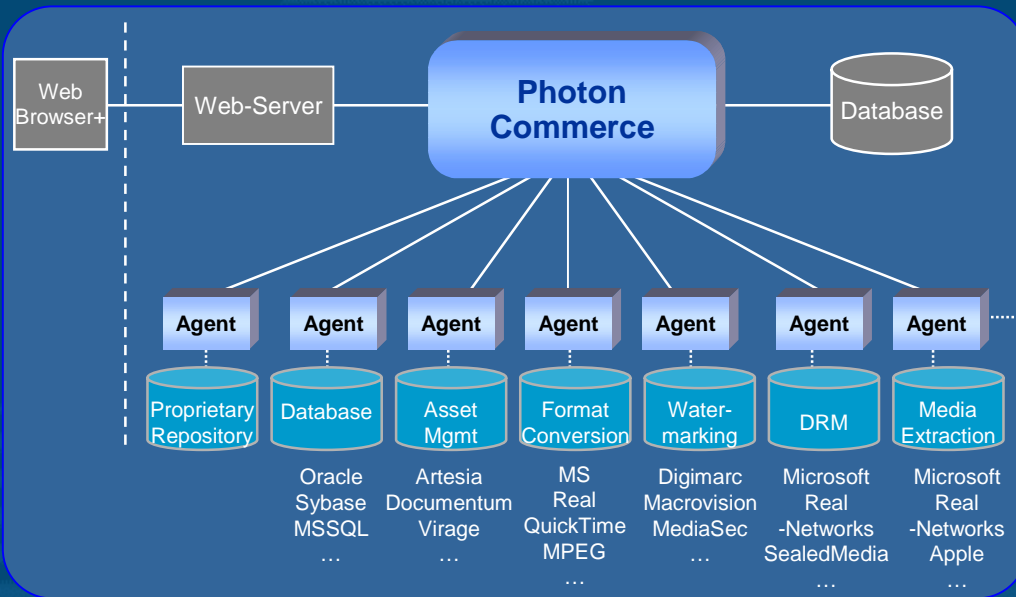
Create a “virtual” view of enterprise content

- » Different schema, taxonomy
- » Multiple conventions
- » Field/Record-level aggregation

Uniform query interface

- » XML Query
- » Query translation
- » Result aggregation & display

Flexible Packaging

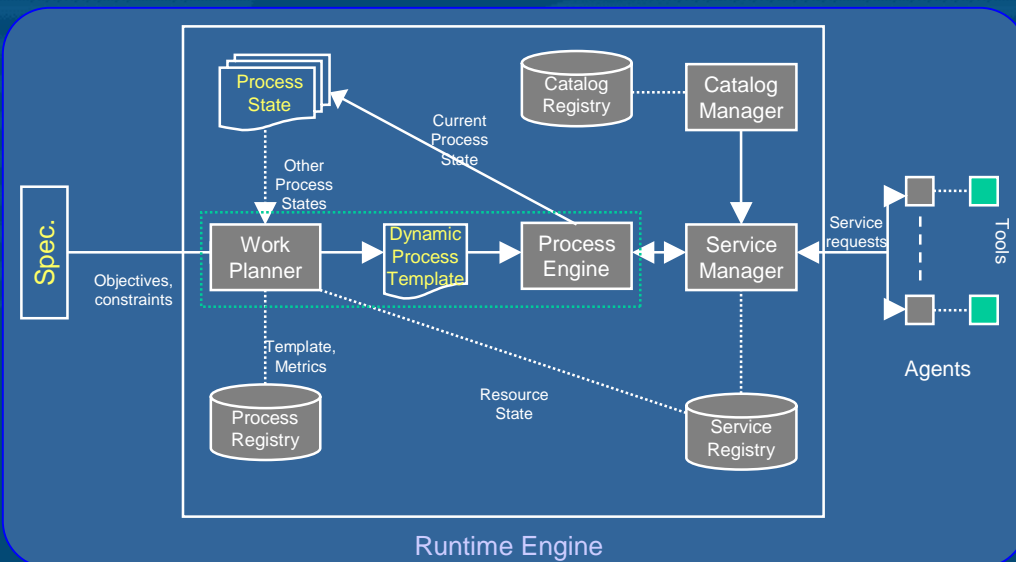


Integrated multi-channel distribution

- » Many tools and services
- » Evolve business models
- » Plug-and-Play tools

Dynamic process generation

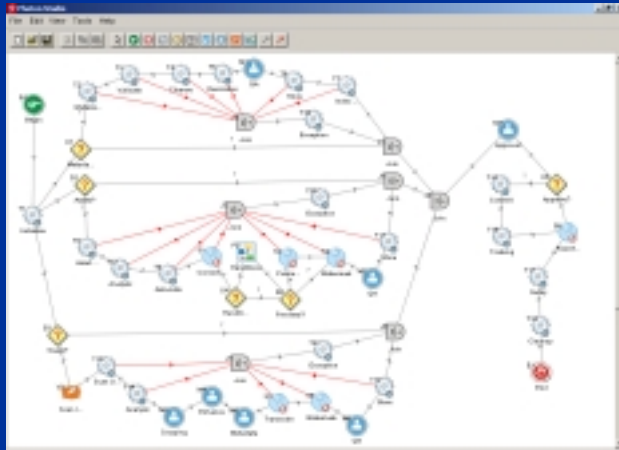
- » Generate packaging requests
- » Select and schedule resources
- » Provision and load balance
- » Store or distribute packaged media and metadata





Specify complex processes graphically

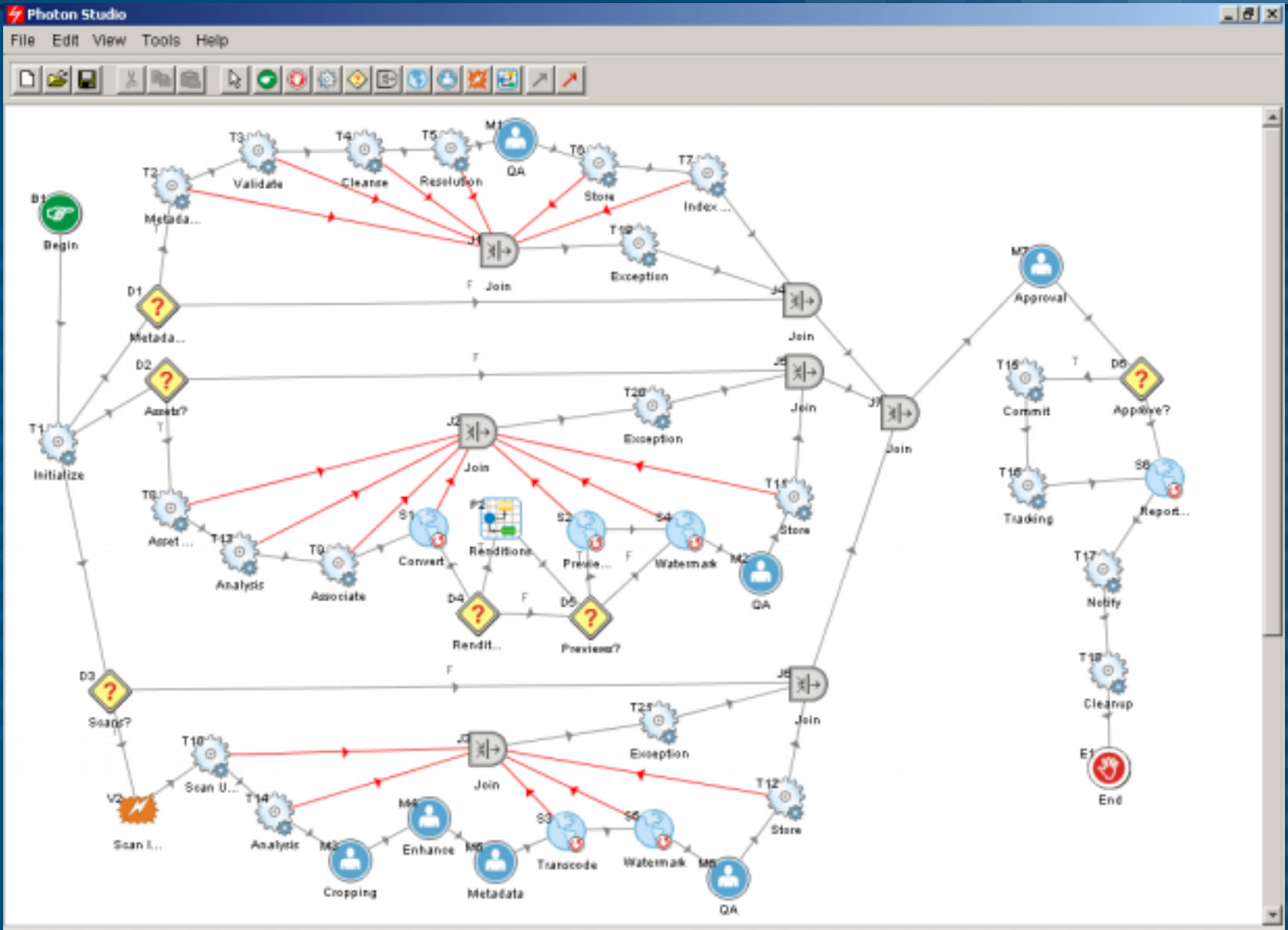
- » Processes operate on a common set of systems & data
- » Rules-based processing
- » Modify easily
- » Link different processes with event-based triggers



Click to Enlarge

Specify distribution objectives

- » Automate generation of XML instructions
- » Track and optimize on service metrics



Photon Commerce Suite



- **Server Software**
- **Standards based**
- **Browser-based UI**
- **Partner Portal**
- **100% Java**
- **J2EE 1.3**



Company

- **Founded**
Jan. 2000; Redondo Beach, CA
- **Business**
Deliver solutions to automate the management and distribution of catalogs and content across multiple channels

Customers

- AOL Time Warner Book Group
- Online Computer Library Center
- McGraw-Hill Education
- Harvard Business School Publishing
- MetaRights

Software Solution

- Automated Content Exchange Platform
- Process of filing 8 patents
- Version 2.0 scheduled for Nov.'02 release

Thank You...

Carol Risher
310-318-8822 x112
crisher@savantech.com
www.savantech.com