

PURPLE-BOX™

Moving IPTV to convergence (DRM for TV)



Technology

- DRM based solution
- No smartcards
- PKI technology
- Network standards & equipment

Features

- MPEG-2, MPEG-4, HDTV
- Live TV, PPV
- VoD
- PVR, nPVR
- Easy information system interfacing
- Common interface with all other Viaccess products
- High security level
- Digital rights management

Internet Protocol Television (IPTV) is now reality.

Operators and content providers are convinced of the great opportunities that these new services offer. As the leading IPTV security provider, Viaccess supports you in your task of acquiring new subscribers and increasing revenue. Your successful launch will be rapidly achieved through the selection of attractive IPTV content combined with the strong and reliable Viaccess solution.

In addition to our current smartcard based services, we are pleased to offer our innovative network based solution: Purple-Box™.

By investigating telecommunication operators' exact needs, we understood the interest in enhancing the network features of content security solutions. With Purple-Box™, we have achieved the perfect combination between high level protection, network control, flexibility, and user transparency.

VIACCESS IS THE THIRD CONTENT PROTECTION PROVIDER IN THE WORLD

- 12 million set-top boxes deployed
- 13 million smartcards shipped
- 8 million active smartcards
- Over 2 billion pay TV revenues secured
- 185 employees
- 6 Viaccess key points worldwide
- 80 digital TV operators
- 60 partners



NETWORK BASED CONTENT PROTECTION

TAKE ADVANTAGE OF THE NETWORK

High-quality focused, Viaccess security experts supported by the France Telecom R&D department have designed a network solution that maintains the highest level of protection. The Purple-Box™ solution is not based on soft-cards. Secrets and authentication processes are controlled by and carried out in the network using Viaccess DRM technology. Furthermore, the set-top-box (STB) is free of any specific hardware requirement and of critical secrets. Viaccess developed a fully network based technology.

BENEFITS

Viaccess state-of-the-art solution will enable you to easily negotiate with all the premium content owners, optimal distribution rights of Live, VoD, and HDTV contents. Empowered by Purple-Box™, you will benefit from a strong content protection solution avoiding logistic costs. Software based services will only allow very simple updates. Viaccess solutions include periodical security audits that enable an active supervision of the system. All of your content is under the control of Viaccess technology. You can now concentrate on IPTV marketing and revenue growth.

BRINGING SECURITY TO A HIGHER LEVEL

ADVANCED VIDEO MANAGEMENT FEATURES

The Purple-Box™ solution includes the most advanced video management features: VoD, PVR, nPVR, Multi room,

High Definition profile, MPEG-4 (H264 or AVC), as well as the essential features Live TV, PPV and all standard functionalities.

These features provide you with the possibility of offering all the content you want, the way you like, packaged in any type of subscription model.

SECURITY PRINCIPLES

Using Viaccess expertise and proven Public Key Infrastructure (PKI) technology to securely communicate between STB and the Network, we offer the most reliable software solution that enables flexibility and convergence with Viaccess Digital Rights Management (DRM) technologies.

In order to guarantee an enhanced level of security, the Purple-Box™ solution also includes multiple protection features such as STB authentication, STB integrity check, and individual content key access.

VIACCESS TUNED TO THE FUTURE

Viaccess policy has always been to set up partnerships with the most innovative equipment providers, and silicon vendors. Viaccess experts invent new products and new services to constantly be ahead of your needs. They are supported by the France Telecom R&D department. Together, they develop solutions including Digital Rights Management, OMA DRM 1.0 and OMA DRM 2.0 standards, and make convergence a very close reality. Viaccess is therefore dedicated to supporting you at every stage of your IPTV projects.

CONVERGENCE READY

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