' A new era in Moviegoing '
Online Cineplex (VOD)

Building on a new business model

An effective Online Cineplex (VOD) system satisfies the needs of modern users who want to watch new Hollywood films, indies or golden oldies films on-line, legally and in the comfort of their own home. The new generation of video consumers want to be able to skip the experiences of driving to the closest Cinema or mall, disappointment from not finding a movie they like, standing in line and waiting – and only then being able to see the film they want. Standing in line is obsolete, and the future is already here!......

You and your company only need to decide to purchase and implement a tested, working online system and your future customers can watch your films in the comfort of their own home. Payment is also performed online – using any of a number of available payment solutions - mobile payment, credit/debit card, paypal and so on. All the content you provide is fully protected by the Microsoft Digital Rights Management (DRM) system.

This DRM system (WMDRM) is the de facto standard accepted by content rights owners in the USA and world-wide. This DRM system toolkit is provided by Microsoft Corporation and the WMDRM certificate ensures that your films are 100% protected and cannot be copied, recorded or illegally shared. Both the films owners and the operator of the Online Cineplex can relax and be assured that rented content is only viewable buy the consumer as long as his license is valid. The license can be freely configured, for example to specify not only a time, but also a play limit for the films. When the license expires, only a new payment will result in a new license for that content. Purchase/rental expiration and restrictions are configurable.

Features & Benefits

- Optimized, secure Streaming
- Content secured with MS WMDRM
- Modular solution
- Multiple payment solutions (+ custom developed) credit/debit, paypal, mobile telephone...
- Implemented using Java Enterprise and cluster technology
- Provides for rental and purchase (and custom) licensing
- Multilingual ready
- Parameterizable security system
- Loadbalancing, scalable system
- SSL secured transactions
- Easy to use
- Optimized business logic element
- High availability, dependable system
- Multiple resolution/quality for content
- PC authorizations
- Multi PC playback
- Portable media center (PMC) device ready
- Integrated Geofilter[2] system

What is UniCinema?

UniCinema is a leading complete Online Cineplex (VOD) service solution, on which you can build your online movie theatre with confidence and complete security. The UniCinema system allows you to offer customers a wide selection of content - movies, TV shows, documentaries and more – for both rental and/or purchase. Customers can legally watch online, or download to their PC, laptop or suitable portable device, to watch offline[1] at home, or even when on the road.

How does it work?

You can find movies by searching or browsing categories and what you want to rent or purchase, you register and pay with a credit/debit card, PayPal or mobile phone (cellular). After it you can start watching that movie what you payed for on your chosen device.

[1] Internet connection is needed for issue of purchased license.

[2] Geofilter is a system module that checks the user IP and attempts to determine his/her physical location. Based on this, the system can deny access to users in areas for which you do not have the VOD rights (usually used to limit access to a given country). Allowed regions can be specified on a per movie basis.

For the consumer

Purchase content

It's yours to keep! Watch as many times as you want, whenever you want.
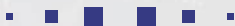
There is no expiration! You can purchase your favorite movies. A purchase gives you more freedom and flexibility than rental. The purchase is a new alternative to a rental. You may copy a purchased movie in its original Windows Media Player format to a CD or DVD for backup storage or to play on another PC/Laptop or Portable device. On the first play, a valid license will be retrieved. After the checkout you can turn off the Internet connection. However, at this time you cannot burn movies to play in a conventional DVD player, although you can connect the video output of your PC to your TV for playback in your home theater system.
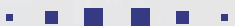
Storage period: UNLIMITED

There is no limit to how long you are allowed to store purchased content on your computer.

Viewing period: UNLIMITED

When you purchase a movie download, it's yours to watch for as long as you want!

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Once you buy it, it's yours to keep!

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Rent content

Rent without worry! Store for up to 30 days* watch during any 24 or 48-hour* period.

■ Simply login, and search for films that meet your criteria (by actor, film category, tags, key words)
■ Pay and immediately start viewing the movies found, or download them for offine viewing.

Storage period: UPTO30 DAYS

You are allowed to store a rental for up to 30 days* after checkout before your payment expires. Once you start playback, you can watch it as many times as you like during the rental period.*

Viewing period: 24/48 HOURS

Your 24/48-hour* viewing period begins when you first click "Play movie." Watch the movie as many times as you like within this period.*

* These values can be configured to conform to the rental policy adopted by the Online Cineplex owner/operator.

Watch NOW or Store and watch LATER

With a broadband connection, start watching movies immediately using high-quality streaming technology. To watch on the go, or for users with insufficient bandwidth, just download the content and obtain the license when completed.

Watch while travelling

Download movies to your laptop (notebook) and take them on a trip. You can store rentals for up to N days (as specified in by the policy implemented in the Online Cineplex), and purchases indefinitely, and watch them without an Internet connection [1]. Plus there are never any DVD-s to carry or return.

Watch on your TV

It's easy to access movies and watch them on your TV (recommended LCD) if you have the right setup.

[1] Internet connection is required for license issue for each film, and user must be in a valid location at that time. Rental time is considered to start at time of license issuing.

For the Owner/Operator

Cineplex portal modul

The portal is the entry point for the user. Your branding makes it unique to you and your customers. Customize it with advertising modules and your content, as well as custom developed components if required.

Main modules

"This system brings you the Business of Futute"

Editorial/Admin modul

The Admin module allows for maintenance and configuration of data tables and lists, while the Editor component contains an integrated CMS system with which films and news items can be created and controlled. Newsletters can also be created, templated and distributed to registered users. The Admin module also provides back-office reporting and statistical tools which increase your ability to track and analyse transactions and trends, and better understand the demographics of your customers.

Streaming modul

The On Demand Streaming System performs the task of streaming multiple high quality films in real time to users in various geographical locations, some thousands of miles apart. Users are able to control the viewing of the media, pausing, skipping forwards, or backwards, or jumping to any point in the film.

Payment modul

The payment subsystem provides secure transaction processing for the UniCinema system, with a modular structure that allows multiple payment methods to be implemented and used. Currently we provide for credit/debit card (Visa, Mastercard, etc) payment, PayPal and mobile phone[1] (cellular) based payment system. The payment system also include a gift code payment solution, and plugins for such special offers as buy 2 get 1 free!

DRM modul

This subsystem controls media encryption and protection as well as identification and authorization of film license requests, and the issuing of appropriate license keys according to the transaction parameters. Thanks to this protection, the digital media files can not be copied and used illegally or distributed and viewed in any form! On each occasion, Windows Media Player ensures that the correct license is present before allowing the protected media to be played.

[1](Cell phone payment in europe based on sms)

Personal/professional platform modul

With the personal pages module, portal users can create their own pages, content and lists. Integrated blog capabilities for registered users are also included. The professional platform module is a B2B platform; a movie marketplace exclusively for those having VoD rights to films, allowing them to sample and select each others' films for distribution purposes.

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Technical overview

Standards based technology

Application of Standards based technologies ensures interoperability and system longevity. JEE, .NET and standardized Windows Media 9 audio/video codecs are used. Streaming technology used by the system provides for the best viewing experience, and allows you to quickly review the video material (skip forward/back). UniCinema is a secure solution based on high performance, modern software and hardware technologies.

Security

Secure Socket Layer (SSL) enables UniCinema to encrypt data you send to us over the Internet. Encryption is a process that involves scrambling the information you send in such a way that it become unreadable by anyone trying to intercept your information. When you register, complete a transaction or give us personal information of any kind, that information is fully encrypted for your security and protection.

How watch it on TV

PC-LCD TV/TV VIEWER RECOMMENDATIONS

Watch movies on your LCDTV/TV with a PC running Windows XP Media Center Edition, a Media Center Extender or a Digital Media Adapter. Many customers who use a PC-LCD TV/TV connection recommend the DVI (digital visual interface). The cables produce an excellent picture, and work especially well with HDTV and higher-end PCs designed to run operating systems like Microsoft Windows Media Center.

▢ MEDIA CENTER PCs

Media Center PCs are specially designed to display on your LCD TV/TV and to operate by remote control. You can download and watch movies without leaving the comfort of your couch.

▢ Xbox 360

You can use your Xbox 360 as a Media Center Extender.

Take a look at a live installation currently operating at the following address:

▢ www.filmklik.hu ▢

For further information, please contact us at sales@clarmont.hu.

Application/DB server

The system's logic and operation is controlled by the application server. The database, and associated indexing and search functions are managed from here. Due to the system's distributed, multiple-layer architecture, it can be dynamically scaled in both capacity and performance to meet demand. The system is database independent but now built on PostgreSQL, an SQL compliant DBMS. Thanks to the Java JDBC and .NET object data layer technologies used, UniCinema can be configured to use many of the leading Database Servers (Oracle, MSSQL, PostgreSQL, MySQL, etc).

▢ MEDIA CENTER EXTENDERS (MCX) and DIGITAL MEDIA ADAPTERS

Watch movies on any LCDTV/TV in your house with a wireless Media Center Extender (MCX) or a Digital Media Adapter, set-top boxes that are compatible with Media Center PCs. Extenders and adapters allow you to watch movies on a TV in a separate room than your main Media Center PC. Aftermarket companies offer wireless extenders and adapters based on Wi-Fi (wireless) standards.

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