



WORLDPIPE

WORLDPIPE COMMUNICATIONS

DIGITAL RIGHTS MANAGEMENT TECHNICAL PRESENTATION

ANDREW J. POLCHA

To deploy enhanced policy-based security to any type of digital media, guaranteeing that **secured media can only exist in one space and at one time.**



Problem – Current implementations of digital security rely heavily or solely on encryption. Encryption protects the data at rest.

Encryption does not prevent:

- Sharing
- Copying
- Hacking
- Distributing encryption keys



Problem – In order for data to be useful – it needs to be *readable*.

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Readable data can not be encrypted or needs to be decrypted.

WORLDPIPE's DRM solution not only protects data, but enforces secure policies for how that data can be used...



WORLDPIPE WORLDPIPE DRM APPROACH

Solution – The WORLDPIPE DRM solution is a session based, client/server security scheme that employs the use of intelligent proxies and *hierarchical* “rights” management for protecting data. These proxies are executable, single use software applications that behave as the only direct interface to secure digital data when securely deployed.

In protecting data, these proxy applications are the only *relational link* between the user and the protected data. The proxy serves as a safe interface – *controlling how that data can be used...*

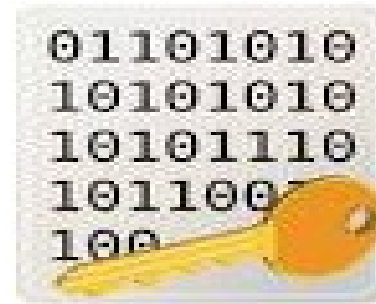
WORLDPIPE's DRM solution for controlling access and use of secured media leverages the use of trusted proxies. These proxies are executable software applications that serve as an access control and safe interface to secured digital media integrating "client/server protection" to any media.

OLD WAY

FILE TYPES



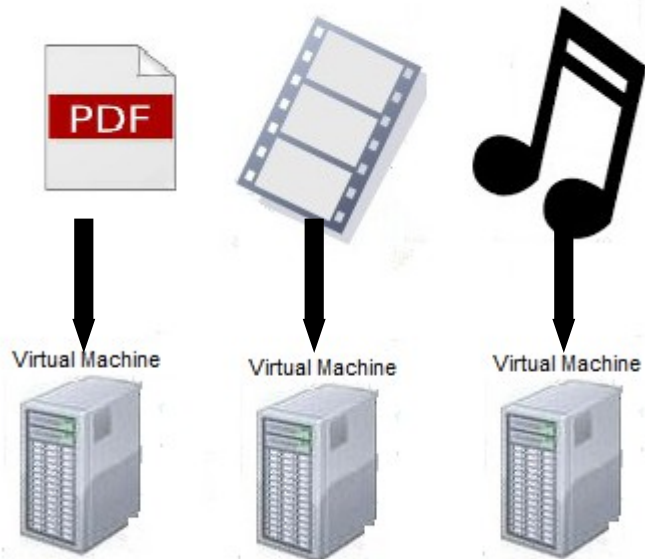
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Encryption

NEW WAY

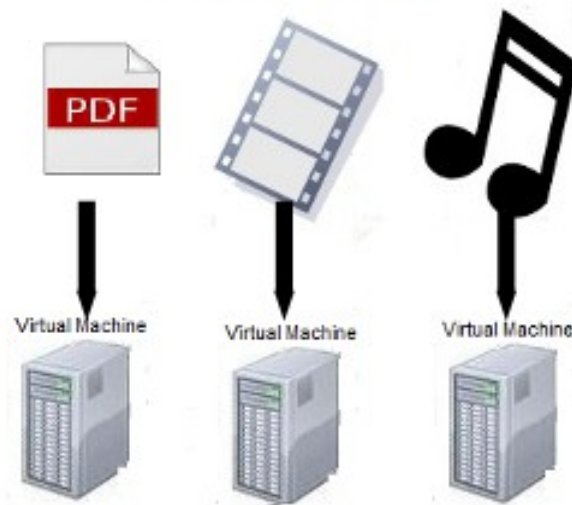
FILE TYPES



WORLDPIPE DEDICATED VM FOR EVERY FILE

Place your protected media into single-application virtual machines

FILE TYPES



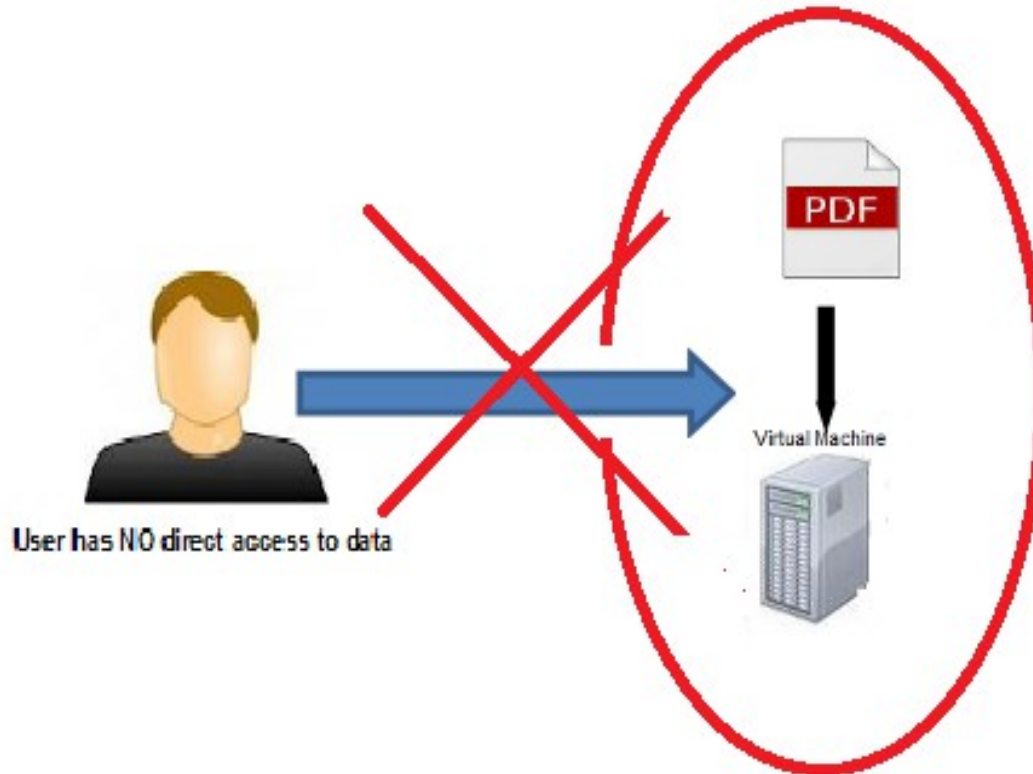
WORLDPIPE SINGLE PURPOSE ~ SECURITY

Sole purpose of each virtual machine is dedicated to protect and guard protected content (single file)



WORLDPIPE NO DIRECT ACCESS TO MEDIA

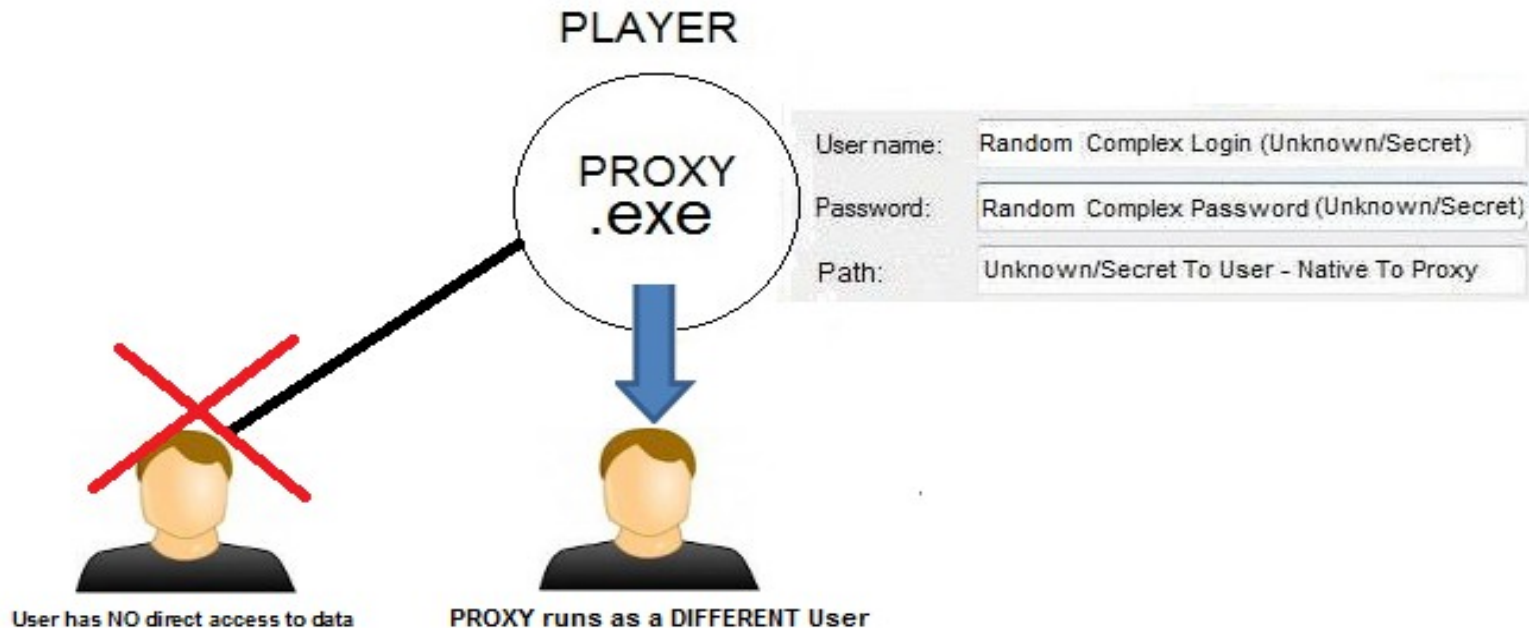
Users have NO direct access to protected media contained within virtual machine



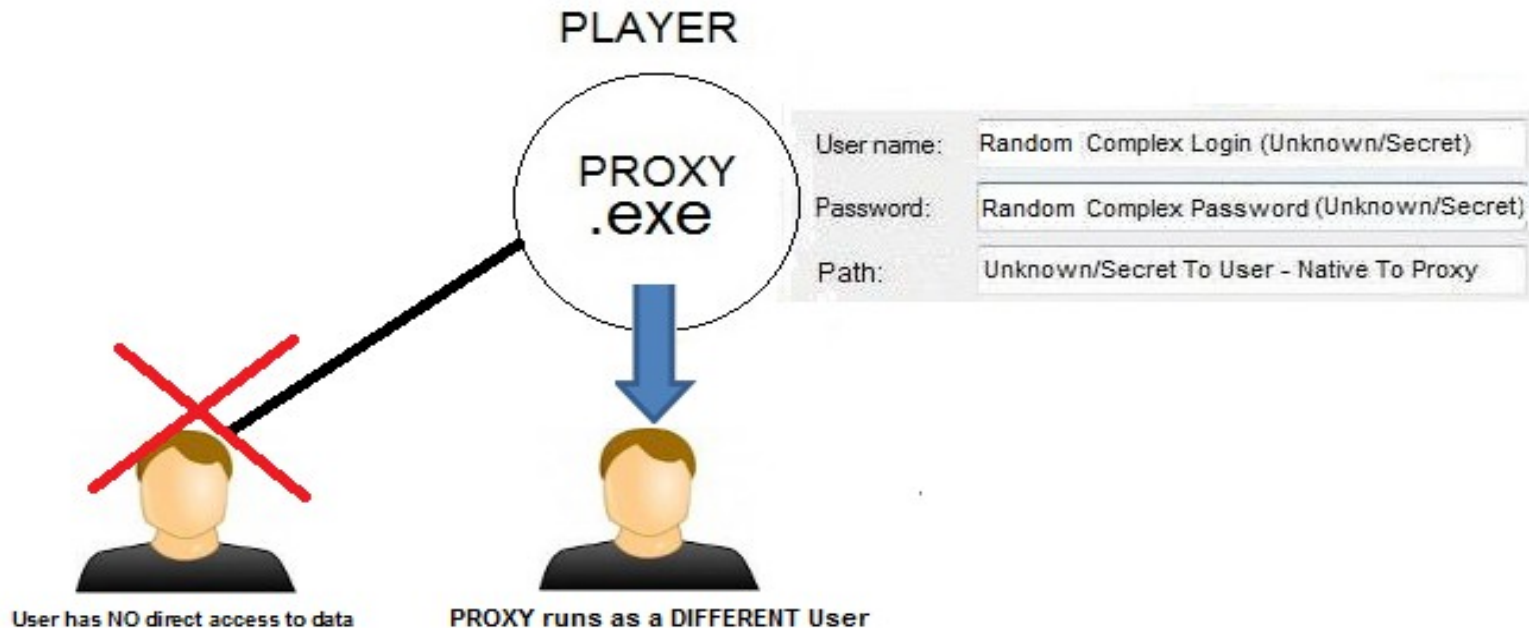
ONLY intelligent proxy application has direct access to protected media



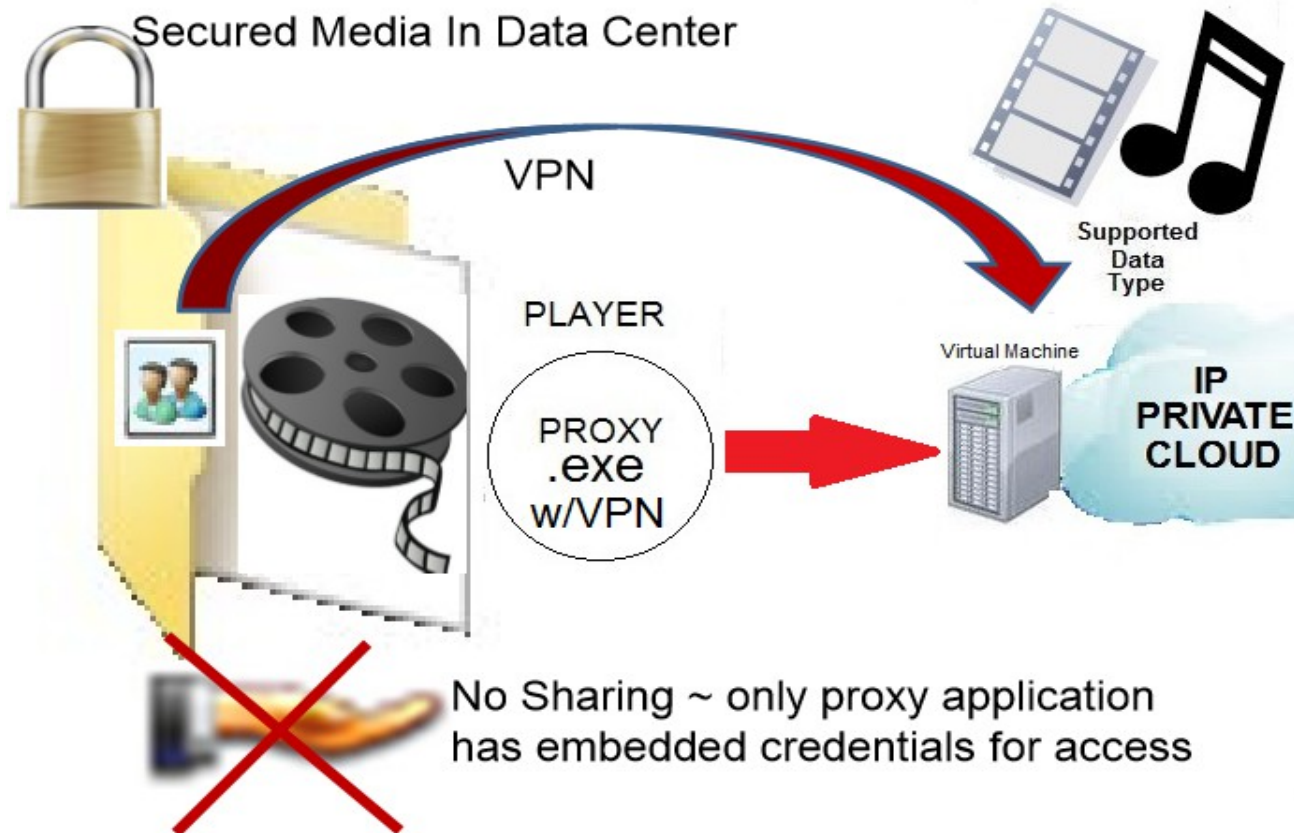
Intelligent proxy application RUNS as a different USER (unique to the virtual machine)



Intelligent proxy application RUNS as a different USER (unique to the virtual machine)



CLOUD DEPLOYMENT



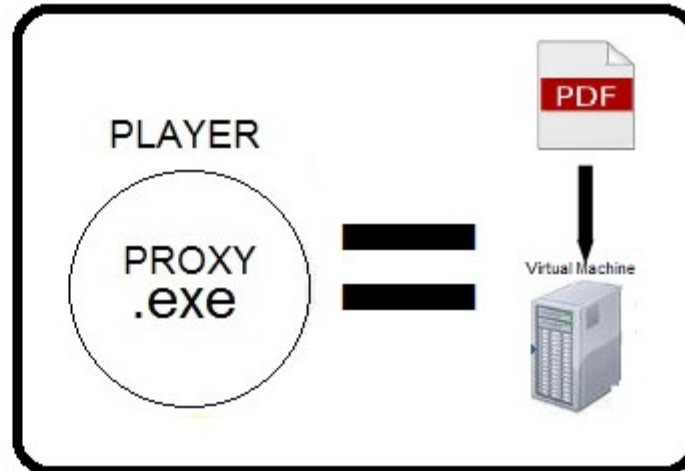
LOCAL DEPLOYMENT

NO MORE



PHYSICAL MEDIA

VIRTUAL MEDIA



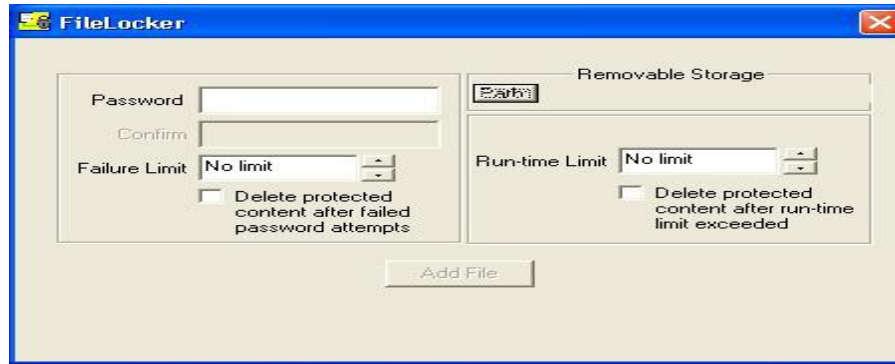
SELL-THROUGH



The WORLDPIPE FILELOCKER DRM application (administrative tool) deploys data safely to any secure directory or virtual machine. FILELOCKER dynamically:

- creates hierarchical “rights” management deploying protected data
- establishes directory or VM session structure
- creates strong user credentials for session with native directory structure
- compiles intelligent proxy matching directory user credentials

FILELOCKER installs both authentication and secure policies to ensure total integrity and protection of data. The FILELOCKER prepares indirect access to data with the creation of trusted proxies which couples the proxy to the secure data.



FILELOCKER CREATES:

- VIRTUAL MACHINE
- INTELLIGENT PROXY
- THE RELATIONSHIP BETWEEN VM AND PROXY
- THE RELATIONSHIP OF THE PROTECTED MEDIA AND VM



WORLDPIPE

THANK YOU

PLEASE CONTACT ANDREW J. POLCHA
FOR MORE INFORMATION andrew@worldpipe.tv

THANK YOU