

eRental Movie Platform

Powering Consumer Choice



Balance: €8.00

My movies

Westward Bound
€3.99 | 24Hr
Adventure, 2009
92 mins

HD **PG**

Three friends, leave their homes for the romance of the great western plains, but they get more than they bargain for when they encounter a family in need of some farm help.

Rent Now

Watch trailer

Cast: George Cass, Jeff Farrell
Rating: ★★★★★

Rent until: 10/03 Movie: 4 of 10

R 18+



As TV and movie viewers become more sophisticated and HDTV presentation technology is more pervasive across the globe, movie viewers are now being provided with more high-quality movie content than ever before. The new eRental platform from Digisoft takes traditional movie rental to the next level by using abundant, rapidly shrinking, standard USBbased portable memory technology to provide HD content. This patented system applies the latest security technology and video compression standards in an easy-to-use, compelling user experience.

- An innovative multi-service (video, music and games) platform that introduces new digital media services and derivative business opportunities for the telecommunications operator, both today and into the future.
- A highly secure technology solution that offers true “on-demand” high-definition video services to the consumer market, regardless of the condition of the national broadband network.
- A cost-effective solution that connects people who love movies with the titles of their choice in a very easy-to-use manner.
- An innovative and scalable solution for ISPs and network operators to quickly acquire large customer bases upon which to build and develop future network-delivered services.
- A technology solution that is independent of set-top box or client technology, portable to a range of future platforms, and compatible with future BluRay™ technologies and directions.

Content Available Sooner

- Since no streaming video is involved, the video quality is unaffected by network vagaries and requires a low-bandwidth connection that connects only when needed.
- Production studios can release movies as packaged much sooner, giving the eRental service provider or store franchisee a window of opportunity.
- This quick-release advantage is passed onto movierental subscribers who are attracted to a service because of the actual movie marketing campaign.

Secure, Encrypted Content Diffusion

- Digisoft’s Service Delivery Platform, DigiHost, manages user authentication, set-top box verification, and entitlement.
- Movies downloaded from the eRental Kiosk to a portable storage device are specially encrypted using the latest studio-approved encryption and watermarking technologies from Verimatrix.
- When a movie-rental subscriber chooses to watch a movie, the video content is decrypted on demand by the Verimatrix set-top box component using audited cryptographic algorithms. No unencrypted data is stored.
- Video watermarking identifies the download point and purchaser allowing the operator and the production studio to be confident that copyright material is secure and traceable.
- Movies are always stored in encrypted form throughout the system.



Set-top Box Technology Handles the Latest HD Formats

- Best HD movie viewing experience yet! Extensive use is made of graphics-acceleration hardware in the industry-standard chipsets of the set-top box.
- HD playback output-including H.264 high profile 4.1, BluRay DVD quality video, and 1080p content exceeds many current DVD-based solutions and can out-perform all streaming and IPTV systems.
- Graphics acceleration carries through to the highly optimised Java component library of the Digisoft Java Software Development Kit (SDK)-user interface performs at near-native speed.
- Digisoft Java SDK creates a multi-resolution client application that is easily customised to suit different vendor branding.

Increased Customer Acquisition and Higher ARPU Through:

- Massive immediately available customer base using narrowband, GSM GPRS, mobile wireless, and/or PSTN services-which can be later converted to higher-capacity broadband services for network delivered VOD.
- Use of retail stores and retailing strategies as an additional means for selling content, as well as traditional methods already available to network operators and ISPs.
- Ability to sell to individual members of a household.
- Significant distribution cost savings over networks.
- Ability to progressively offer additional new products such as HD and retail products at incremental distribution cost.
- A Targeted Advertising Model.

Additional Revenue Streams

- Movie-rental viewers are provided with a unique and innovative service.
- Franchisees or eRental service providers can offer additional point-of-sales kiosks.
- Digisoft's low-cost set-top box combines the latest HDTV technology with the flexibility to adopt new advanced online delivery models in the future.
- Digisoft's user interface software is based on Java technology and rapidly enables new revenue streams using the Digisoft Software Development Kit.
- A Java-based set-top box removes dependency on traditional, proprietary middleware, thus creating a lower cost of ownership and faster return on investment for service providers.
- All video content uses standard MPEG4 H.264 encoding. Using a standard codec system allows industry-wide encoding tools to maximise video quality while minimising file size. Smaller files use less space on portable devices and allow the devices to perform other functions, such as play songs or store photos in true convergent style.

Digisoft.tv is a leading global provider of carrier class solutions to the IPTV and Media & Entertainment markets. Digisoft's DigiHost Service Delivery Platform enables service providers in both markets to rapidly deploy advanced revenue generating services, and offers the most open, cost-effective and flexible content delivery solutions in the market place today.

Digisoft's scalable solutions reduce the CAPEX required to launch differentiating new services and increase ARPU. The combination of DigiHost and our Java middleware client gives operators a flexible, open, and scalable system that supports play-out of applications and services to set-top boxes and PC players in SD or HD.

Founded in 2000, Digisoft.tv is a privately held company with headquarters in Ireland and offices in USA, UK, Singapore and New Zealand. The company is backed by strategic investors.

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