

SecuROM™

SecuROM™ Data File Activation



Downloadable Content (DLC) such as game expansions consisting of new worlds, weapons, levels, or add-ons can add to the bottom line. Even still in its infancy, DLC is already a multi-million dollar success story.

Do not wait any longer to get into the game. DLC can generate additional revenue after the application's initial release phase. Increase your product's life cycle, generate additional revenue, and boost customer loyalty.

DLC also allows a lowering of the barrier for those who cannot afford to pay for the full version. You can offer a basic version of your product and allow for upgrade by purchasing each feature separately.

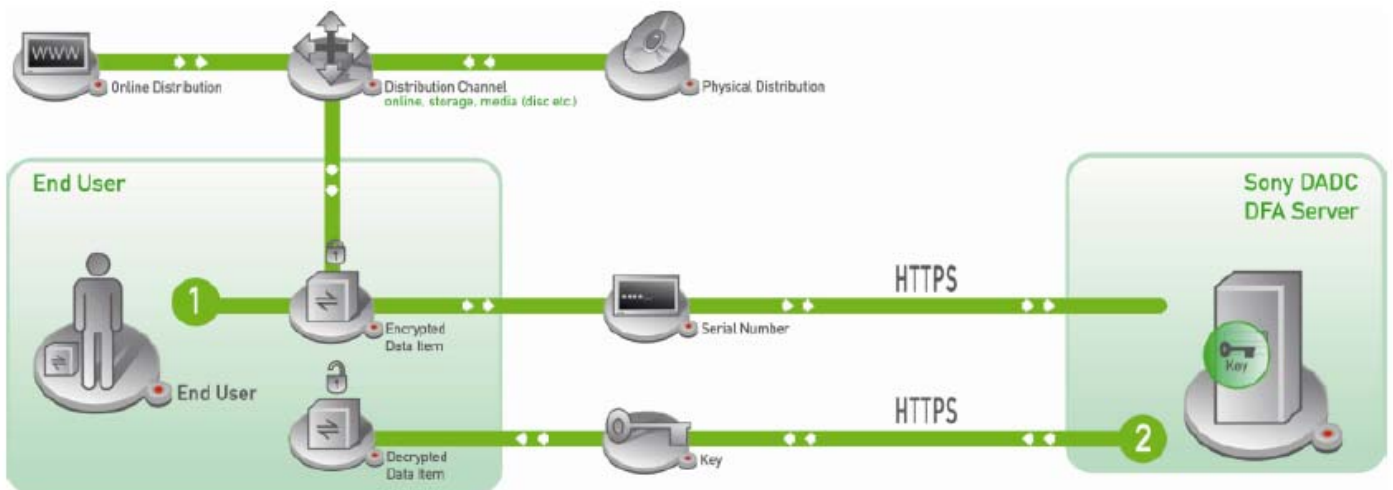
1. SecuROM™ Data File Activation for DLC - the first DRM to easily realize secure micro-transactions

Data File Activation helps secure micro-transactions during program runtime. Simply choose your item, or set of items, protect and integrate them with the Sony DADC Software Development Kit (SDK). For your convenience in encoding and integrating DFA encrypted files, DFA is also integrated in the SecuROM™ OETK (Online Encryption Tool Kit).

2. How does it work?

Data File activation workflow

- (1) The user buys the encrypted file (online or retail) and has to unlock the file prior to use by sending a valid serial (unlock code) to the DFA Server.
- (2) The DFA Server validates the serial and sends back the appropriate license to unlock the data file. This activation process happens during the installation procedure of the DLC package. Now the user can access the decrypted file (item) during the application runtime.



Note: SecuROM™ DFA protected files can only be used by SecuROM™ protected applications.

3. Implementation methods

Software Development Kit:

Developers get unique header and source code files, dfa.dll and installer.dll, to implement DFA functionalities into an application. The final version of the associated application must be protected with SecuROM™. The developer uses the AEC Encoder software to protect the files.

Sony DADC provides implementation manuals containing detailed information on the usage of the SecuROM™ Data File Activation APIs. We also provide the source code for the graphical authentication DLL. The DLL code can be modified individually by the developer, publisher, or third party.

Online Encryption Tool Kit:

Data File Activation is also integrated within the Online Encryption Tool Kit. See the OETK manual for additional information.

4. Software File Format Support

SecuROM™ DFA - data file support:

- Supports the protection of all kinds of data items

NOTE: It is necessary that the application itself also supports DFA. The application has to be SecuROM™ protected as well. To apply DFA, the publisher must ensure the intellectual property owner of an application permits encryption of the application (e.g. special file reader) or allow for modification of the application to make it useable for SecuROM™ DFA.

SecuROM™ DFA Restrictions:

- Will add approximately 5 MB to your application footprint. The DFA.dll can be up to 5 MB.
- SecuROM™ DFA does not support writeable data files (ie. high score data files dialog window, tabs configuration data modifications or game saves to follow up a game).
- DFA can only be applied to “read only” files

5. Operating System Support

Microsoft Operating Systems

- Windows 2000
- Windows XP Home
- Windows XP Professional
- Windows XP 64 Bit, Edition Version 2003
- Windows Vista

6. Distribution Media Support

By protecting your content with SecuROM™ Data File Activation, any media (e.g. CD-ROM, DVD-ROM, CD-R, DVD-R, Internet, MemoryStick, Harddisc, etc.) or digital download can be used to securely distribute your valuable intellectual property.

7. For more information

Please visit the official SecuROM™ website at www.securom.com for more information. For customer references or sales related questions do not hesitate to contact our SecuROM™ sales team at sales@securom.com.