Sony DADC

eBook
User Rights
Management Solution

Sony DADC's User Rights Management Solution (UMRS) is a new service that offers the best of breed in the two most critical aspects of Digital Rights Management: security and flexibility.

Strength
There are many tools currently available to easily circumvent current DRMs. We call these "one-click" hacks and they contribute to widespread piracy. Sony DADC's solution keeps easy "one-click" hacks off the market because URMS is "renewable."

Convenience
It's a lightweight, API-based solution both for encryption and decryption - you don't need to license a server. It's designed to work with the Readium Foundation's open-source e-reading rendering engine allowing reading app developers to have a seamless experience for their users. Sony DADC and its partners have dedicated resources to help deploy URMS in your distribution or reading environment.

Flexibility
This is perhaps the most important characteristic of URMS. URMS can do everything from ruthlessly lock a file down, to enable a wide ranging of sharing options, whether for paying consumers or for free distribution, for educational, professional, corporate, library and retail use-cases, supporting pay-per-download or subscription. Content owners have an endless array of choices to support current and future business models and marketing and promotional strategies.

Some examples:
- A four-month license for 35 students.
- A purchased eBook with a conventional single-user license but where the first chapter is unlocked, allowing a user to share the book with friends who can read the first chapter.
- An eBook distributed for free to employees with a revocable license, allowing a particular user's access to be terminated, or allowing an obsolete edition to be expunged across all distributed copies.
- A purchased eBook lent by its purchaser to a friend; the purchaser can no longer read, but the friend can. The friend can return it, or the original purchaser can retrieve it - a nice instance of an eBook allowing users to do more with the eBook than they can with the print book. The content owner can permit one or more lends by the purchaser, or none.
- A group of titles with a conventional single-user library lending license could be changed for a period of time to unlimited simultaneous lends around a particular holiday promotion or backlist promotion ahead of an author's newest book.

URMS permits the broadest and the most restrictive options, and everything in between, reflecting the priorities, needs and strategies of the content owner. This will allow content owners to tailor the DRM setting to the needs of your marketplace, reducing friction with your customers.