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- End-User selects the "Download Rental" product from the Customer's web site.
- End-User pays for the product.

②

- Customer performs a "New License" server-side call to EMG Gateway server. (e.g. Secure HTTP Post*)
- Information passed: call authentication (customer ID and password), call type info., user ID, userpassword, content ID, license options, etc.

③

- If it's a new End-User, EMG creates a new End-User account on its End-User database and generates a new license.
- If the End-User exists, EMG issues a new license for the End-User or updates the existing one
- EMG Gateway Server returns a reply containing result code, user download link, etc. The unique dynamic link will contain the address of the EMG Download Server and unique content identifier

④

- Customer formats the link accepted from EMG Gateway Server and presents it to the End-User.

⑤

- End-User clicks on the "download" link presented by the Customer.
- End-User is redirected to EMG Content Download Server.
NOTE: The redirection is necessary to expose Customer's address only. End-User never sees the address of EMG Gateway Server.

⑥

- End-User downloads the DRM encrypted content from EMG's Download Server.

⑦

- When End-User tries to watch the content, a prompt requests that he/she enters user ID and password.
- End-User enters user ID and password and the information is submitted to EMG Clearinghouse License Server

⑧

- The license is validated by EMG Clearinghouse License Server.
- In case of successful authentication, the encrypted file is unlocked and End-User is allowed to play it in the Media Player.
- In case the authentication is unsuccessful (wrong user information, license expired, etc), the user is redirected to Customer's site to purchase a new license (see Step 9).

⑨

- End-User Purchases new license/renews previously purchased license.

⑩

- Customer performs an "Update License" server-side call to EMG Gateway Server. (e.g. Secure HTTP Post*)
- Information passed: call authentication (customer ID and password), call type info., user ID, user password, content ID, license options, etc.
NOTE: Subsequent processes are repeated starting from step (3), second bullet.

* Secure HTTP is a standard protocol used by EMG for Internet-routed server-side communications. EMG's API can be tailored to customer-specific needs.

General Disclaimer: This demo represents a sample standard integration flow and components involved. Actual solution might involve additional or fewer components and might be executed using a different flow. EMG will be happy to customize the process, technical aspects and rules based on Customer's requirements. Please contact us for a free consultation.