



1

- End-User selects amount of minutes to buy (the package).
- End-User pays for the product.

2

- Customer performs a "Per-minute Package" server-side call to EMG's Gateway Server. (e.g. Secure HTTP Post*)
- Information passed: call authentication (customer ID and password), call type info., user ID, user password, number of minutes purchased, etc.

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- If it's a new End-User, EMG creates a new End-User account on its End-User database and sets the available minutes.
- If the End-User exists, EMG updates its End-User database adding minutes the End-User profile.
- EMG Gateway server returns a reply containing result code.

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- Customer accepts the return from EMG and allows End-User to select a streaming delivery for a particular product (movie).

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- End-User clicks on the "streaming" link presented from the Customer's catalog.
- End-User is redirected to EMG Content Streaming Server. **NOTE:** The redirection is necessary to expose Customer's address only. End-User never sees the address of EMG Gateway Server or Streaming Server.

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- EMG Streaming Server prompts End-User to enter authentication information. **NOTE:** The prompt window or a dialog will carry Customer's brand (not EMG's)

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- End-User enters authentication information.
- EMG authenticates End-User.
- End-User is able to watch streamed content up to the amount of minutes available in his/her account

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- Once End-User stops the streaming (e.g. player is closed or "stop" is pressed), EMG Streaming server sends a real-time update to EMG End-User Database setting the minutes used.

- Upon successful update, EMG Gateway Server immediately performs a "Minute Package Update" Server-side call to Customer's server (e.g. Secure HTTP Post*)

- Information passed: call authentication (EMG ID and password), call type info., user ID, user password, number of minutes remaining, etc.

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- Customer accepts EMG's server-side call and updates End-User profile with number of minutes remaining.

- Customer presents results to the End-User **NOTE:** Subsequent processes are repeated starting from step (1).

* 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.