



ON-DEMAND DIGITAL PUBLISHING™

Product Brief

Rimage Video Protect™ Anti-Rip Technology

Rimage Video Protect, Version 2.0 strengthens and enhances the original copy protection features available in Version 1.0 while incorporating new anti-rip tools, keeping customers one step ahead of piracy.



Rimage Video Protect (RVP) is a fully integrated copy management option for DVD video and is exclusively available on Rimage Producer™ III and Professional™ series of disc publishers. Content creators, distributors and service bureaus no longer have to choose between the convenience of on-demand production and the security of disc protection. Now, full strength DVD video protection is available on-demand for DVDR's made on Rimage disc publishing systems.

Rimage Video Protect offers an optimized combination of strong copy protection with very high playback compatibility. Copy controlled discs have full DVD player playability matching that of unprotected DVDR's. Menus, special features and extras remain unaffected. The original media content is not modified and playback quality remains unaffected. Protection is achieved by introducing copy control encapsulation in areas of the disc that are not read by DVD players during playback. RVP is a passive software solution that encapsulates data files on a DVD disc causing access to the content by common ripping programs to be controlled. No software is ever installed on the playback PC.

	Data	Audio/Video
CD	CD Data	CD Audio
DVD	DVD Data	DVD Video Rimage Video Protect

Rimage Video Protect Positioning Summary:

Rimage Video Protect is ideal for anyone creating video DVDR's wanting to protect against unauthorized duplication. RVP's proprietary DVD copy control technology helps film studios and production companies to protect their assets. Copy controlled discs have full DVD player playability matching that of unprotected DVDR's. Menus, special features and extras remain unaffected.

Key Rimage Video Protect Features:

- **High Protection Levels**
Designed to stop all but the most aggressive hackers, RVP has been successfully tested against a wide range of commonly available ripping tools.
- **Extremely High Playback Compatibility**
Proven by Intellikey Labs to have nearly perfect playback compatibility
- **Easy, On-Demand "Pay-per-Burn"**
No upfront charges for this software option. Users pay only for the discs they burn with RVP
- **Tightly and Deeply Integrated into Rimage Software**
Tight, low-level integration ensures seamless execution and streamlined workflow when using QuickDisc(tm) or Rimage Rapid API(tm) authoring operations.

Applications

- Pre-release Video
- Marketing Previews
- Corporate & Product Training
- Web Fulfillment
- Wedding Videos
- Non-mass Produced Content
- On-demand Video
- Screeners
- High Value Content
- Service Bureaus
- Sports Videos
- Just-In-Time Releases

Markets

- Videographers
- Content Creators
- Service Bureaus
- Film Studios
- Content Owners
- Independent Record Labels
- Video Studios
- Content Distributors
- Law Firms
- Corporate Video
- Creative Services
- Media Producers

Example Applications	Ripping Problem	Rimage RVP benefits
Sales of published video DVDs	DVD publishers are concerned with losing revenue to unauthorized copying: <ul style="list-style-type: none"> - Content creators/distributors - Wedding videographers - Training companies 	Return on investment is maximized by producing discs protected with RVP to prevent lost revenue from unauthorized copying.
Pre-release DVD video content	DVD production companies want to eliminate leaks or piracy of pre-released versions sent to management, advertisers, reviewers or distributors.	Protect against revenue loss and preserve intellectual property and brand image by preventing casual copying and unauthorized distribution with RVP.
Corporate product information	DVDs issued by corporations for limited availability, confidential product launches or sensitive training must not be copied or distributed.	Rimage systems with RVP enable companies to control the distribution of published content on DVDs.

Rimage Video Protect

Rimage Video Protect is a software only solution that protects DVD video discs against unauthorized duplication.

Extremely Compatible Playback

Rimage and Intellikey labs continue to test the latest versions of Rimage Video Protect on the latest players. Our goal is to attain 100% playback on all players.

Our last report from Intellikey indicated that Rimage Video Protect is playable on 100% of all players tested, including Microsoft® Xbox 360. As new players are released, and new versions of RVP are developed, we will continue our testing efforts and our goal of 100% playability.

Pay-per-Burn Technology

Rimage is using an innovative USB dongle-based pay-per-burn system to provide maximum flexibility and convenience for any user in any work environment. These dongles can be purchased from your normal Rimage consumables supplier.

Rimage Video Protect is a feature in Producer Software Suite version 7.5 and later. Rimage Video Protect is licensed on a per disc basis, consuming one protection credit for every disc with RVP. RVP is purchased separately from the Rimage publisher.

Key Features

The copy protection implementation is transparent to playback devices to ensure excellent unhampered playback quality. RVP is a passive solution, with no software ever installed when using a PC as a DVD playback device. RVP controls access by common ripping programs without modifying the original DVD content.

RVP's copy controls take up a small portion of the DVD storage capacity and are written in areas of the disc that are not read during playback.

Independent test labs have verified that RVP achieves a very high level of playback compatibility with DVDR players and does not install software or modify a user's system.

Availability

RVP is available on the following Rimage systems.

- Producer III systems 8100, 8100N, 7100, 7100N
- Professional series 5300N, 5100N

Rimage Video Protect Dongle Concept

RVP Dongles

RVP license credits are implemented on the Rimage system through a security device called a dongle. The RVP dongle is a USB flash drive (see below) that connects to a Rimage Control Center USB port to authenticate and decrement the RVP credits as consumed. The credits are registered with the Rimage Software Suite's Production Server by attaching the RVP USB flash drive (called a dongle) to the Control Center's USB port.

When the RVP option is selected, a credit is decremented for each disc recorded with RVP. The status information is obtained through the Rimage System Manager under the Production Server Information.

As new versions of Rimage Video Protect are released, there is no need to replace RVP Dongles. The updated RVP software resides on the control center, and RVP Dongles are generic are not specific to a particular version of RVP



RVP 100
Part Number: 3000522



RVP 1000
Part Number: 3000524



RVP 5000
Part Number: 3000525

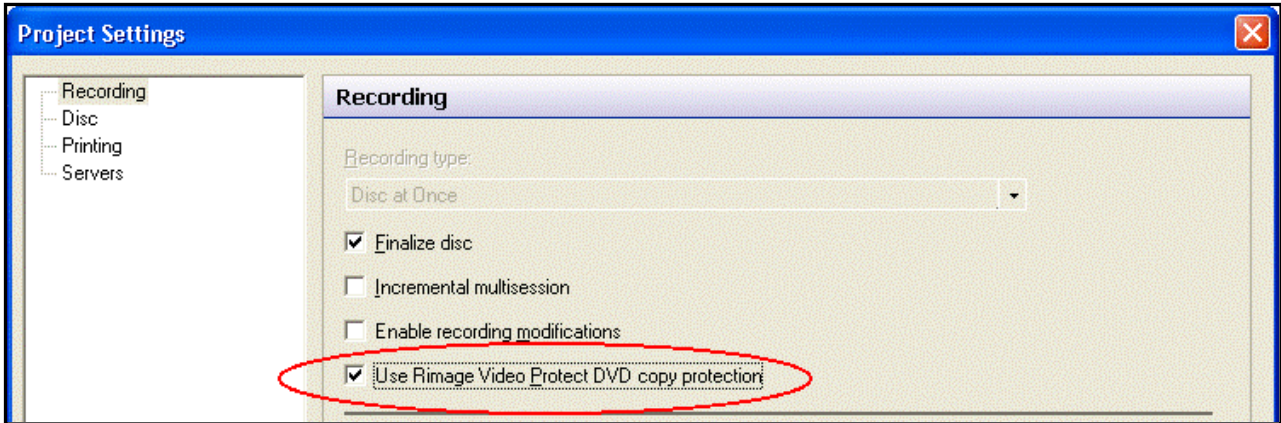
US Pricing Information*

Product	Part number	MSRP	Description
RVP-100 Rimage Video Protect Dongle with 100 Credits	3000522	\$225	USB Dongle with enough credits to encode and burn 100 DVD video discs protected with RVP
RVP-1000 Rimage Video Protect Dongle with 1,000 Credits	3000524	\$1,000	USB Dongle with enough credits to encode and burn 1,000 DVD video discs protected with RVP
RVP-5000 Rimage Video Protect Dongle with 5,000 Credits	3000525	\$3,750	USB Dongle with enough credits to encode and burn 5,000 DVD video discs protected with RVP

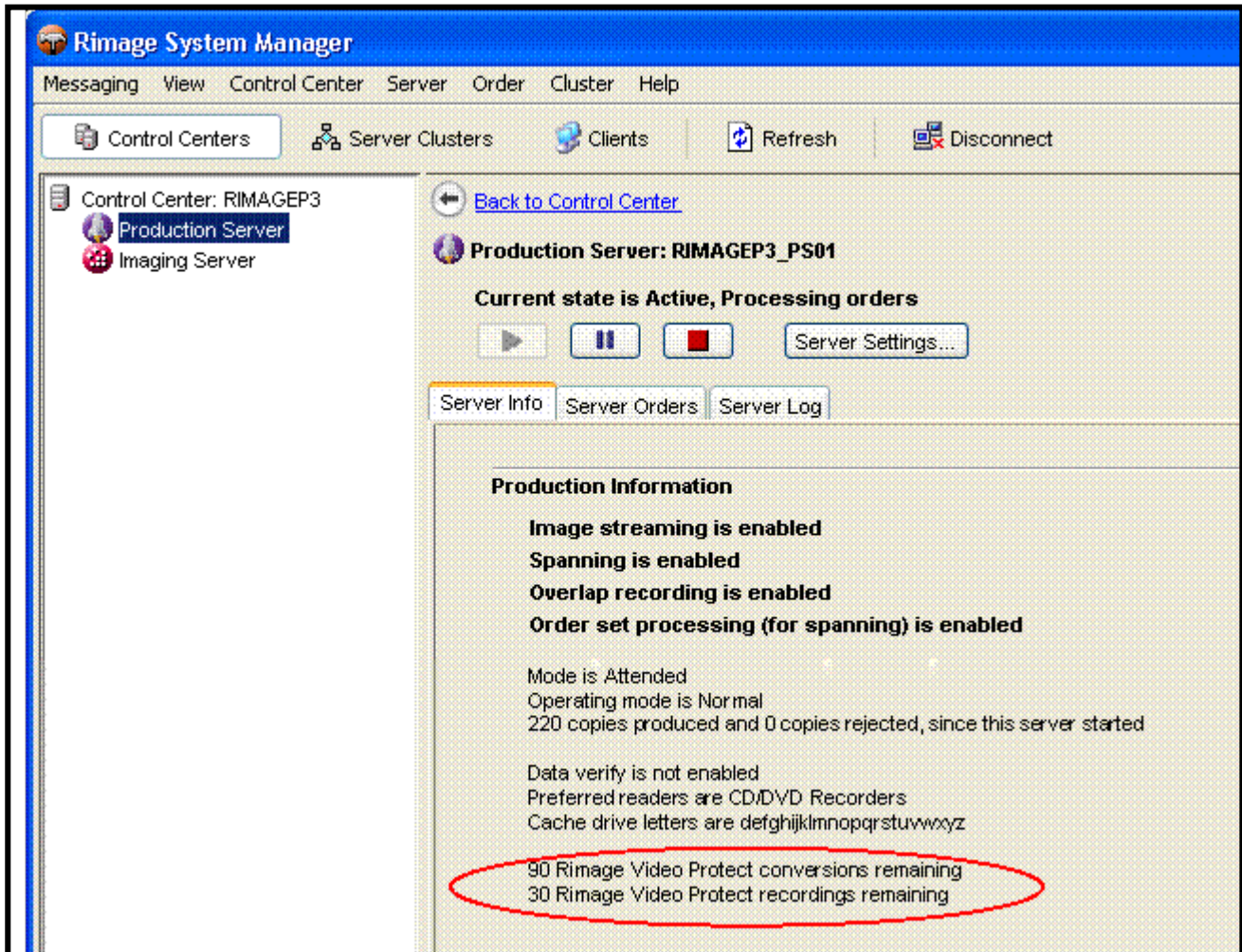
* Prices and part numbers are subject to change.

QuickDisc Integration

Rimage Video Protect is seamlessly integrated into the disc creation workflow, including both QuickDisc and the Rimage SDK. The option to protect a disc in **QuickDisc** is shown below:



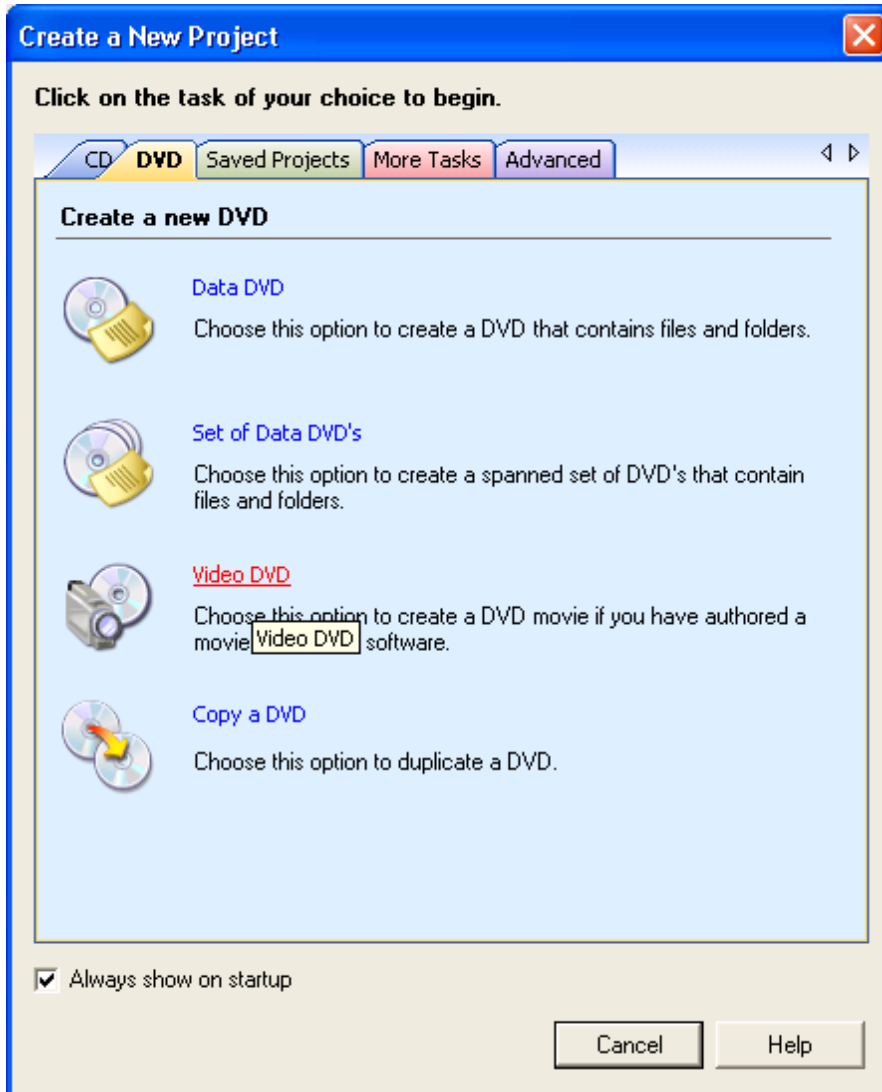
RVP is included in software version 7.5 and later. Charges are only incurred when a DVD is burned with RVP. A dongle-based “pay-per-burn” system is used for credits. The user buys an RVP dongle and burns protected DVDs as needed. RSM shows the credit status:



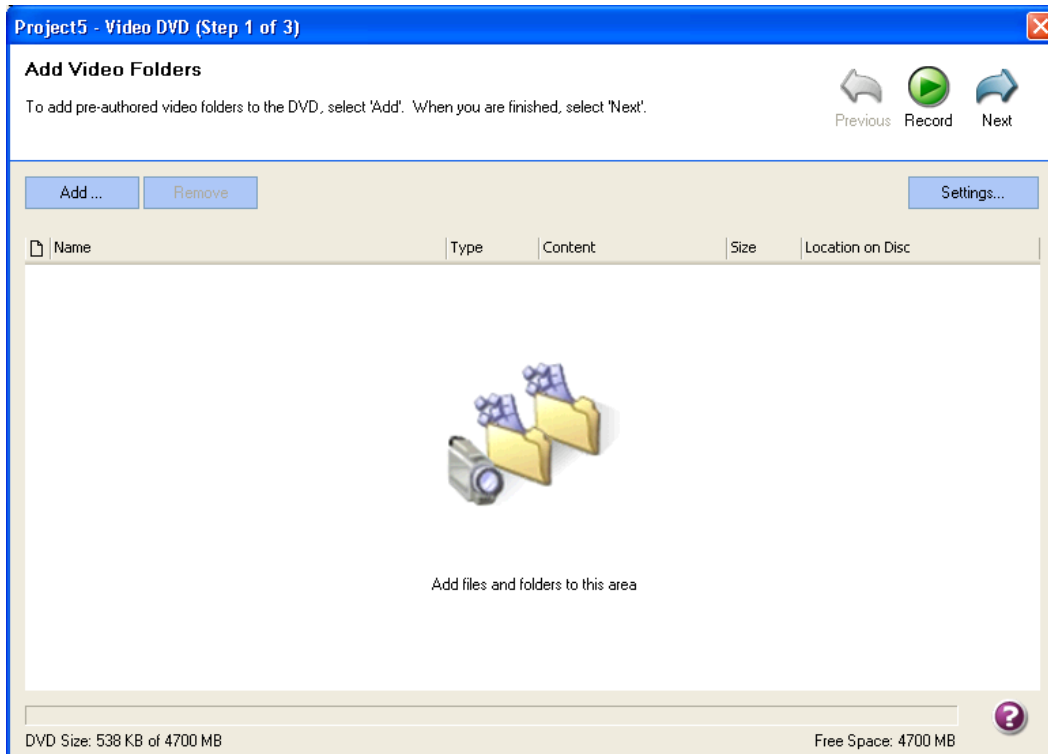
EXAMPLE: Creating an RVP DVD

Step 1: Open Rimage QuickDisc.

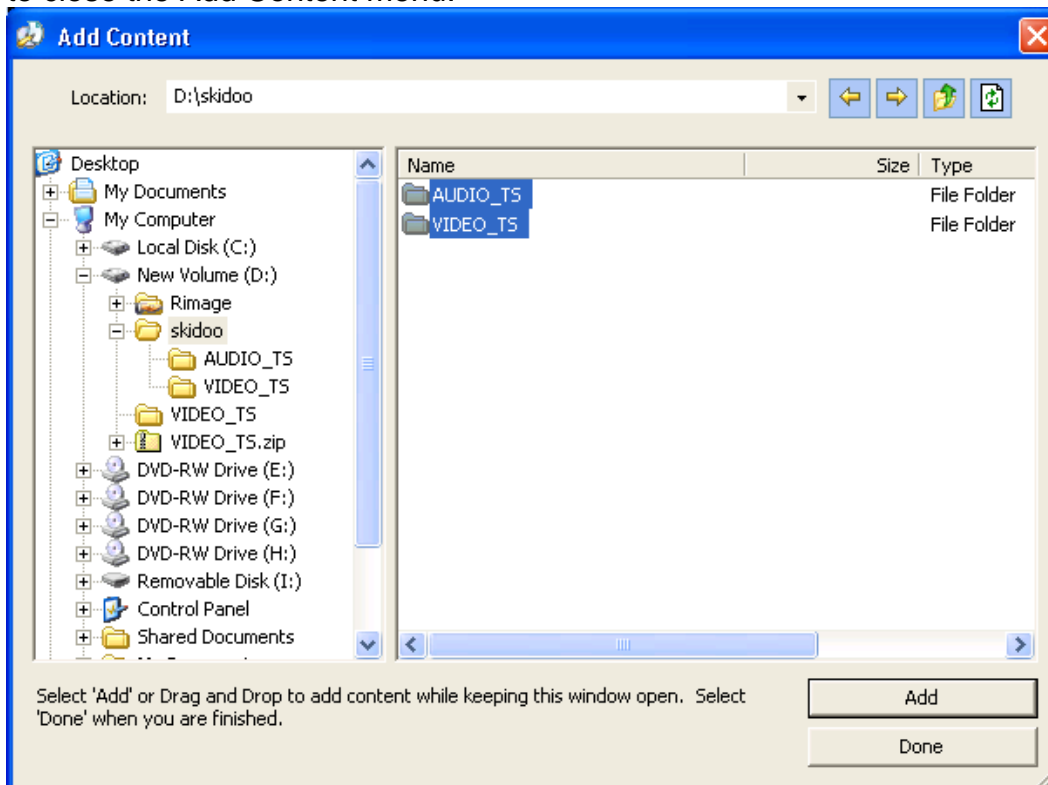
Step 2: Using the wizard, click on the DVD tab on the top of the wizard and then click on Video DVD link.



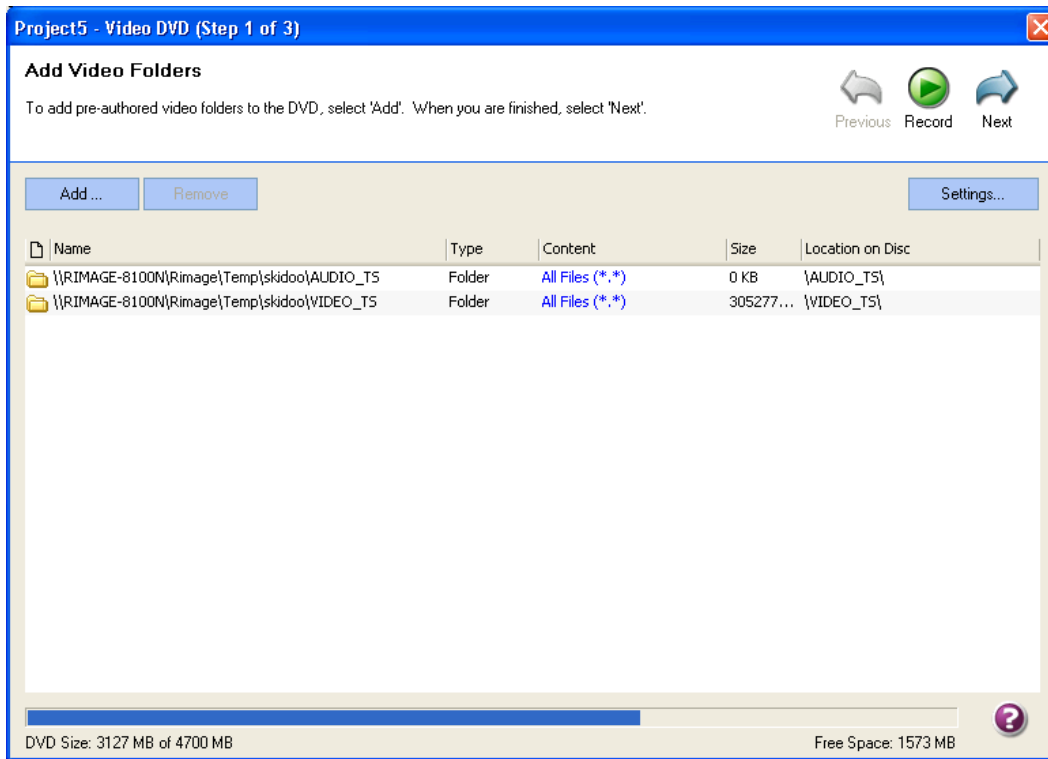
Step 3: Add Video DVD Content using the Add button. Drag and Drop is supported in the window. *Note: The content should meet the DVD Video specifications. At a high level, the specifications require a VIDEO_TS folder with the correct .IFO, .VOB, .BUP files and an AUDIO_TS folder.*



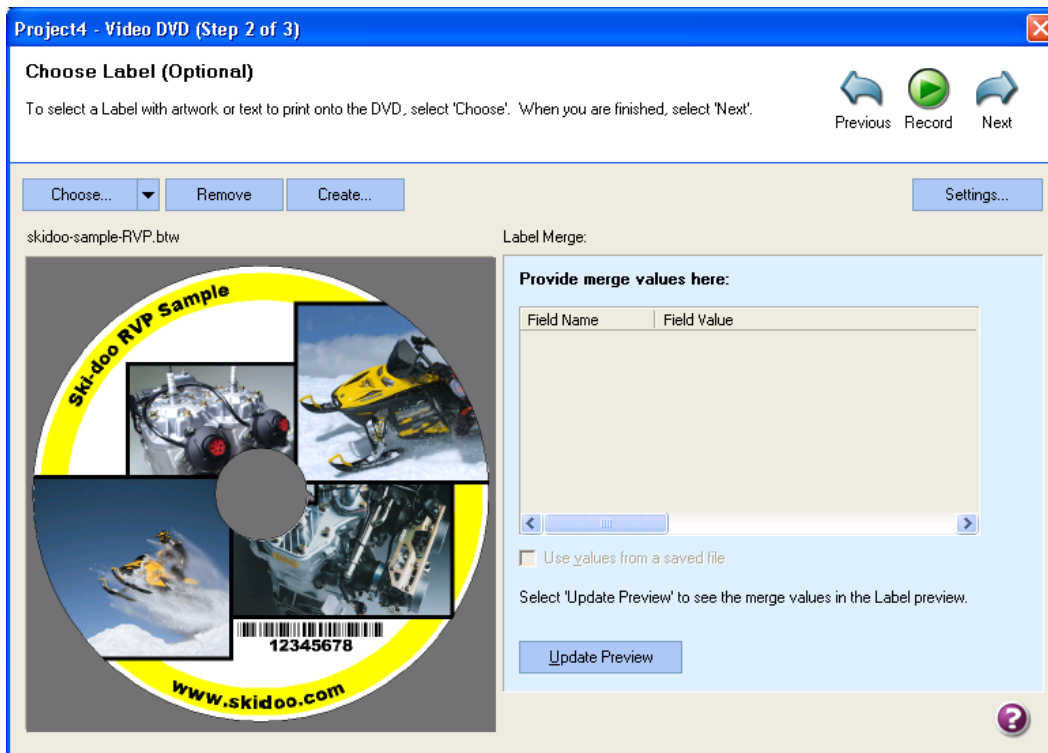
Step 4: Use the browse function to locate the correct DVD content. Choose Add then choose *Done* to close the Add Content menu.



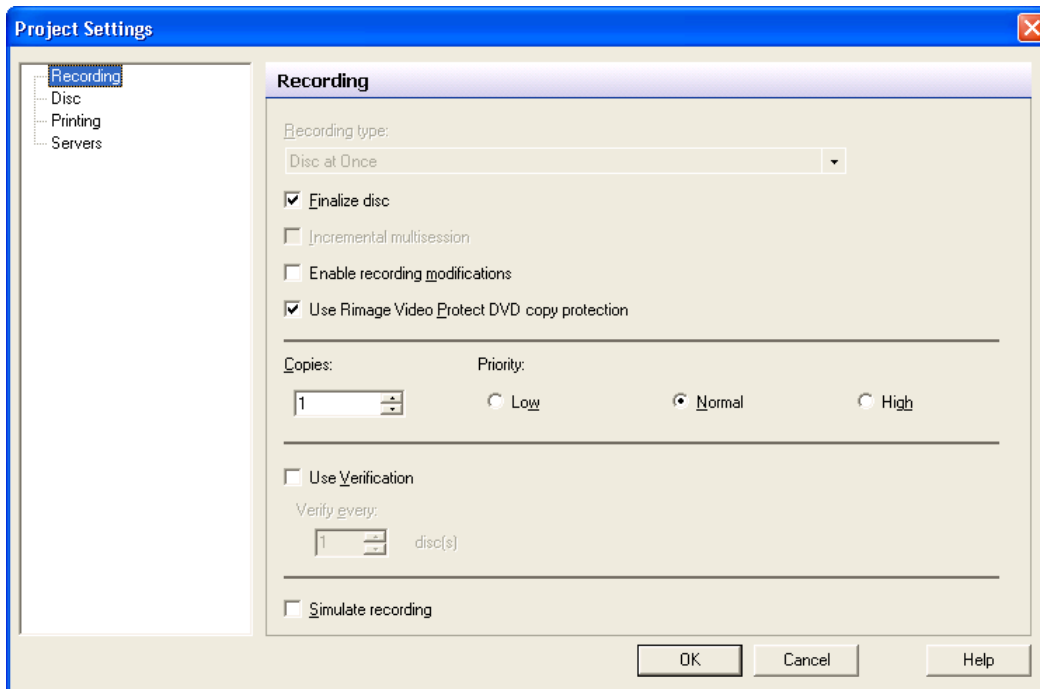
Step 5: Confirm the VIDEO_TS and AUDIO_TS folders have been added to the project. Click Next.



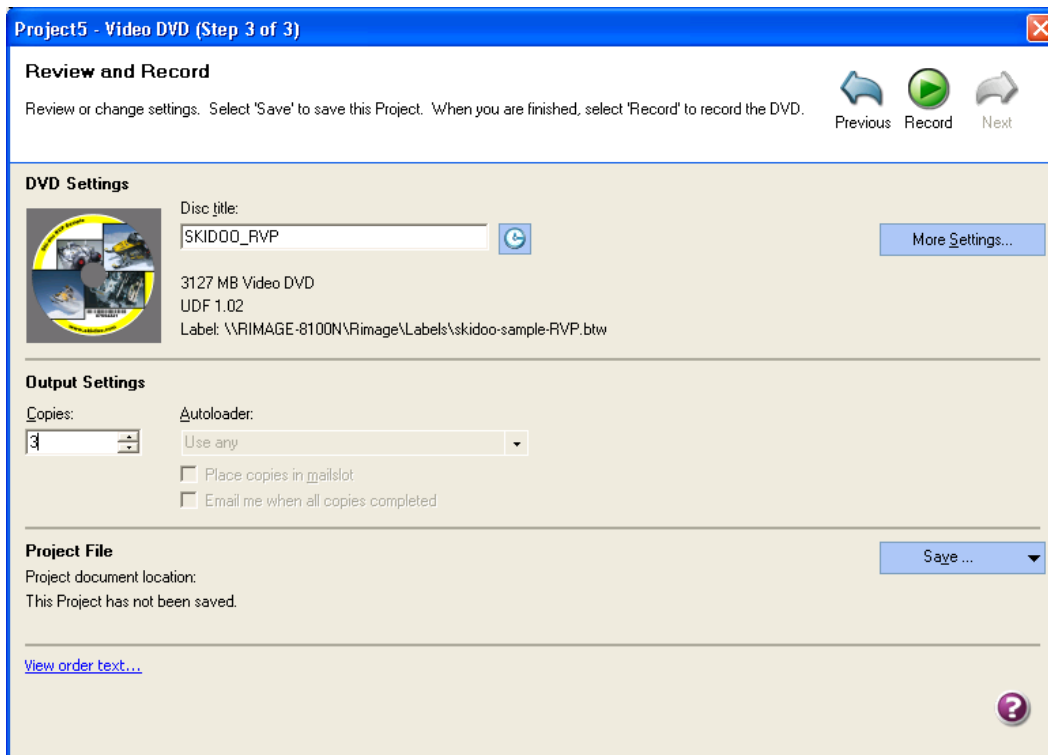
Step 6: Add the corresponding label artwork. Click the settings button to set advanced recording options.



Step 7: Choose the Recording function on the left side of the Project Settings dialog. Confirm the “Use Rimage Video Protect DVD copy protection” is checked. Click *OK* to close the dialog box.



Step 8: Set the number of copies and click the Record Button.



Step 9: The job has been submitted. The status of the project will be displayed in the Project Status window.

Updating To The Latest RVP Version

As new versions of Rimage Video Protect are released, they will be posted on our website at www.rimage.com/support.html. Customers with older RVP Versions can upgrade to the latest RVP Version through a simple download. Navigate to the appropriate product family, and RVP is available in the Downloads tab.

New versions of Rimage Video Protect do not require new RVP dongles. RVP Dongles are generic, and work with any version of RVP.

For More Information

More information on Rimage Video Protect is available:

- Video DVD Protection For On Demand Disc Publishing White Paper
- Sample Video DVD with RVP protection (limited supply)

Contact Rimage Inside Sales at 866.587.5903 for assistance in ordering Rimage Video Protect, Rimage Hardware or Software Maintenance Agreements.

Contact Rimage Technical Support or Application Engineering team for technical support.
<http://www.rimage.com/support.html>