



*Unleashing
Digital MediaSM*



Bitpass iMediaSM Commerce Engine Enterprise Edition

DATASHEET

Unleash Your Digital Media

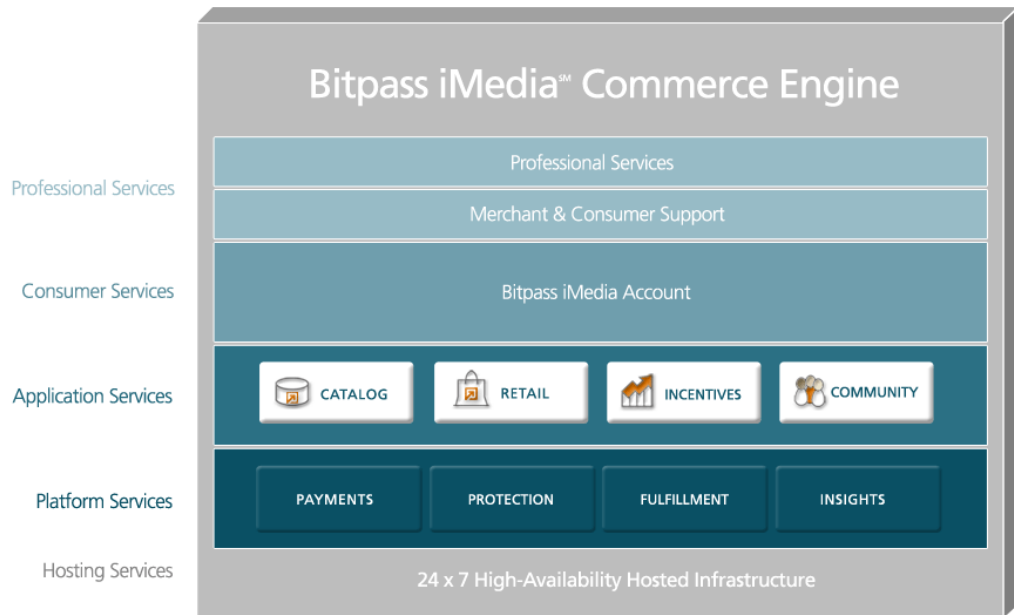
To capitalize on the growing market demand for digital content, you need a fast, simple solution to optimize the return on your valuable digital assets: your content, customers and online communities. The Bitpass iMedia Commerce Engine offers a full-featured, hosted solution for converting any type of digital media—from songs to ringtones to radio shows to games—into revenue.

With the iMedia Commerce Engine, you can enable your content for sale to any device, drive consumer action while building customer loyalty with digital content rewards, and monetize word-of-mouth channels while protecting your intellectual property.

You focus on providing compelling content. Let us manage the rest.

With Bitpass, there's no need to become an expert in digital commerce technology. We marshal the relevant distribution channels, manage access controls to your content, track royalty fees and help you understand and retain your customers.

The iMedia Commerce Engine keeps your intellectual property safe on your server. A secure gateway developed with Bitpass patented technology gives only approved consumers access to your content. Consumers purchase and get your digital products through a completely secure payment system and delivery network.



iMedia Commerce Engine: Secure, Scalable, Simple

The iMedia Commerce Engine makes anything clickable saleable, from videos to images to audio content and more. Our solution enables delivery of digital content products through streaming, web sites, single downloads, multiple downloads and podcasts, giving you ultimate flexibility. Using business rules created specifically for the sales, distribution and promotion of digital content, you decide what you want to sell at what price, when you want to sell it and how you want it delivered.

All of this and more is accomplished with the iMedia Commerce Engine's four application service components:

- iMedia Catalog
- iMedia Retail
- iMedia Incentives
- iMedia Community

Underlying these components is a completely scalable architecture to support the fast-paced change and growth of online sales. Open APIs allow integration between the iMedia Commerce Engine and other content engines, payment gateways, other security systems and directory systems. Advanced analytics and reporting tools provide insight into consumer purchase data tracked and saved on the system.



iMedia Catalog: Make Anything Clickable Saleable

The iMedia Catalog includes the features and functionality for building a catalog of your digital content assets. Like paper catalogs, the iMedia Catalog contains data about your products—not the actual digital products themselves. The system assigns each piece of digital content a unique SKU that, like a thumbprint, provides an exacting identification system. Each SKU is associated with a unique set of meta data (content about the content) including the type of content, its location, expiration date (when applicable) and royalties associated with its sale. We also have meta-SKU capabilities that allow you to bundle and sell similar items without having to create a separate SKU for each item. Information created with iMedia Catalog is stored in a fully searchable data store used by all other system components.

Content types:

- Video
- Audio
- Text
- Images
- Custom Scripts

Example: A television network wants to maximize the revenue potential of a popular television show. It uses iMedia Catalog to build a catalog of the show's first and second season episodes, giving each episode its own SKU. Each SKU is associated with a set of information, including content type (video), location (the network's server) and expiration date (none). The catalog administrator can also assign custom attributes to an SKU for later sorting and reporting.



iMedia Retail: Create and Define Your Offers

iMedia Retail is the tool for defining sales offers for each digital content product, or SKU. These offers include instructions on how a product is sold and distributed. iMedia Retail's completely flexible sales model supports passes, subscriptions, pay-per-view, gift certificates, bundling, and more. For up-sell opportunities, iMedia Retail supports conversions from one offer to another. The iMedia Commerce Engine works transparently with any digital rights management (DRM) system as well as top-tier billing and payment processors, offering consumers and merchants a choice of payment and billing services.

Delivery options:

- Web sites
- One-time promotional sites
- Downloads
- Streaming
- Podcasts
- Mobile systems

Payment Options:

- Direct billing to PayPal
- Direct billing to credit cards
- Prepaid accounts
- Payments aggregation
- Walk-in payments

Example: The next step for the TV network is to define the specific offer for its episode. It builds an offer that includes the following parameters: \$2 for streaming access to a single episode from the show's web site; \$10 for 10 episodes; and a subscription for unlimited access via the web site for \$10 a month, based on an annual subscription.



iMedia Incentives: Keep Customers Coming Back... and Back and Back

iMedia Incentives builds rewards and incentive programs that develop customer loyalty and influence customer behavior. It includes a unique set of flexible business rules for creating promotions with tie-ins to digital content or even the physical world. Build ‘frequent flyer’ programs that allow customers to bank rewards and redeem them for more digital content, from you or a marketing partner. Our out-of-the-box promotional campaign system offers infinite opportunities for creative brand promotion.

Example: Our TV network decides to try a promotional tie-in with a car manufacturer. The promotion offers fans free downloads of the show in exchange for a test drive of the manufacturer’s latest model. After the test drive, consumers are given a unique code that allows them to shop on the show’s custom web site for the digital content reward of their choice.



iMedia Community: Turn One Sale into Many

iMedia Community converts the viral distribution of digital content from a liability to an asset. Allow fans and enthusiasts to pass your digital media to one another without losing the associated revenue stream or control of your valuable IP. With a simple link to a favorite song or a play list of songs sold through an iMedia Commerce Engine system, web sites and emails become community-enabled commerce tools. Because sales come through the iMedia Commerce Engine’s secure payment system, all transactions are secure and your royalty and revenue streams remain intact.

Example: The TV network creates an affiliate program that allows fans to profit from sales of individual show episodes that are linked to their site. The network promotes the program on the show’s web site and through ads on other sites.



iMedia Account: Digital Wallet

Consumers buy and access digital content using iMedia Account. This simple application includes an intuitive interface and tracks transaction histories, account preferences, rewards and special offers. With iMedia Account, consumers enter credit card, PayPal or banking information into their “digital wallet” only once and then have single-click purchasing access to any iMedia Commerce Engine-enabled site. iMedia Account keeps consumers’ information and identities private across multiple sites, giving them control over their online experience.

The application also supports iMedia TopUps, direct cash deposits into an iMedia Account for consumers without their own bank account, such as teenagers. Round-the-clock, self-service support is available to consumers via email.



iMedia Analytics: Insight Into Buyer Behavior

The iMedia Commerce Engine's iMedia Analytics offers unique reporting tools tailored to the needs of digital content providers. User purchases and behaviors are captured in a central data repository that you access through the system's reporting and analytics tools. We aggregate this information, identifying individual consumers with ID numbers to protect their privacy. Data from internal or third-party platforms can be integrated with iMedia Analytics' reports for comprehensive profiles of customers, commerce and community

With our reporting tools you can know:

- What type of content do users buy?
- How often do they buy?
- What price points are most attractive?
- What price points are most profitable?

Fully Hosted Solution Built On State-Of-The-Art Technology

The iMedia Commerce Engine runs on a secure, high-availability transaction platform designed using the core principles of services oriented architectures to deliver digital commerce services. Bitpass provides API's for interaction with all necessary client and third-party applications and technologies, including content engines, payment gateways, security and directory systems and "shadow account" databases. The system supports rapid deployment to meet even the most demanding ramp-up requirements.

Hosted System Features

- PCI-compliant
- Carrier-grade network
- Fully redundant data stores
- Supports popular DRM solutions

Service and Support

Bitpass offers high-quality support for both system implementation and post-deployment transactions. The company's experienced staff assists with all stages of deployment, including integration with existing content distribution and subscription systems. In addition, our extensive experience with the digital content marketplace enables us to provide our customers with best practices and insights into digital content merchandising. Once the iMedia Commerce Engine is up and running, merchants receive complete online and live support.

Contact Us

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