



About Marlin

Marlin is a content sharing technology platform created by an open-standards community initiative called the Marlin Developer Community (MDC). The MDC was formed in 2005 by five companies -- Intertrust, Panasonic, Philips, Samsung and Sony -- with the mission of developing specifications for next-generation digital content distribution technology.

Marlin technology provides a unique set of capabilities for managing relationships among devices, network services, and digital content, from the perspective of the consumer. This consumer domain focus emphasizes accessing, using, and sharing content intuitively.

Fundamental to the Marlin approach is enabling interoperability among devices, services, and existing content management technologies, thereby providing simple and open implementation options. For example, through its OMARlin specification, Marlin interoperates with Open Mobile Alliance (OMA) and extends its mobile applications functionality elegantly to enable consumer electronics home networks.

Marlin exists within a community development environment. It relies on the shared input of many interested parties to create open standards acceptable to all participants. By using Marlin technology, service providers and device makers can create and support vibrant content services over open networks.

Market Needs

Consumers access content, even just within their homes, from an increasingly diverse and complex array of services and devices. Consumer demand for improved user experience is driving an enormous opportunity in this distributed content world. Marlin technology enables competitive value-add content services and devices that are interoperable and consumer friendly, and drive revenue.

Recent Marlin Milestones

In October 2008, the Marlin Partner Program launched with over 25 leading technology providers ready to develop solutions to speed development and deployment of Marlin-enabled devices and services worldwide.

In July 2008, Sony rolled-out the PlayStation Network movie service, allowing movie downloads to the PlayStation3™ and PSP®. The service is enabled by Marlin technology.

In 2007, Marlin was successfully deployed in Japan as the basis of the national IPTV standard. New services continue to be rolled-out. Pioneer's SyncTV launched a TV download beta using Marlin technology in the United States.

Marlin is also under evaluation by a number of leading network operators such as Telefonica, Orange and Telecom Italia, all of whom are members of the Marlin Developer Community.

Marlin Products

Marlin products are based upon a core, general-purpose digital rights management (DRM) architecture that allows for substantial flexibility and control in implementation.

The **Marlin Client SDK (Sushi)** is used to create client-side DRM functionality. This SDK provides the primary Marlin components necessary for determining license conditions and controlling access to protected content. It is easily adapted to hardware devices, and media playback and service access applications can also utilize it to provide DRM functionality.

The **Marlin Broadband Server (Bluewhale)** is a configurable implementation of a Marlin server providing the support necessary to secure the delivery of digital content to Marlin clients. In order to prepare appropriate information requested by clients, a Bluewhale server integrates with a service provider's back-end business logic, using a simple XML-based interface. It translates the business logic into Marlin rights objects, creating and managing licenses and user registrations, for example.

The **Marlin Packager (Bento4)** is a convenient tool for content packaging and parsing that works with Marlin clients. This tool packages, encrypts and protects content files at the server side. On the client side, the tool provides content decryption and parsing.

The **Marlin Conformance Test Suite (Fishnet)** ensures that specific types of implementations, such as Sushi-based Marlin clients, Bluewhale servers that have been customized via configuration, conform to the specifications.

Marlin Programs

The Marlin Developer Community (MDC) is the innovation engine. It continues to build on existing Marlin technologies in an open community. By encouraging developers to participate, the specifications are more robust, targeted, and secure. The MDC publishes the Marlin specifications and participating developers review, provide updates, and enhance these specifications. This openness enables any member of the community to contribute to code.

The Marlin Partner Program (MPP) is a solutions development program within the MDC and is designed to grow the Marlin ecosystem. Device manufacturers, service providers, and content owners can use these flexible, interoperable solutions built by Marlin partners to integrate Marlin functionality into their products and services.

The Marlin Trust Management Organization (MTMO) is the neutral enforcer. It is the operational entity that grants commercial licenses to deploy Marlin-based devices or services. The MTMO maintains the root key structure for Marlin implementations. It ensures that implementations are tested, secure, and commercially-ready. It also ensures all Marlin parties conform to appropriate standards and can interoperate.

Contacts

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For an example of How Marlin Works, view <http://www.marlinshare.com/technology/how-marlin-works>

For examples of how Marlin's features create market opportunities, view <http://www.marlinshare.com/benefits/use-cases>