

■ NetReady™

Comprehensive Suite of Software Management Services

NetReady addresses the complex software demands of today's connected TVs, Blu-ray players and other connected CE devices. NetReady provides DRM field provisioning, software update capabilities and device data retrieval. NetReady consists of three main components called *NetProvision*, *NetUpdate*, and *NetRetrieve*, all of which build upon UpdateLogic's patent-pending technology and state-of-the-art global data distribution infrastructure.

■ NetProvision™

Complete Security Key Management Service

NetProvision enables Internet-connected devices to be upgraded with new media streaming services after the device has been sold to the consumer. Content service providers (CSPs) are constantly expanding their offerings, bringing an ever-growing list of entertainment possibilities to the consumer. Digital media platforms should be extensible to accommodate new features, applications or services as they become available.

DRM Field Provisioning

UpdateLogic's NetProvision service is a proven and secure digital certificate management solution which enables post-manufacture field provisioning and has several benefits over static in-factory device provisioning:

- Enhances revenue opportunity by adding new revenue-generating services after the retail sale
- Increases flexibility and control with ability to add, revoke, promote, or update content services
- Simplifies the factory mass-production process and reduces manufacturing costs
- Improves content security by eliminating DRM key distribution and installation at the factory
- Improves time to market by allowing production to begin prior to completing CSP certification
- Compatible with all streaming services and all DRM formats

■ NetUpdate™

Secure Software Updates

Internet-connected CE devices have become very complex and the need for an advanced software management system is needed more than ever before. NetUpdate provides a secure and efficient software update service for manufacturers to fix security bugs or other holes in the device's DRM security system and to update and support the product software as needed.

Turn-Key Managed Update Process

NetUpdate is a completely turn-key service for managing software and firmware updates. UpdateLogic operates a worldwide, multipath data distribution network, controlled by a highly secure Network Operations Center (NOC) that is managed by a skilled operations staff who employ a mature "managed update process" to ensure successful product updates.

Future Proofing Consumer Electronics

Manufacturers can enhance the functional capabilities of their CE devices, modify the appearance and layout of content services, and fix system bugs or software issues. Well updated products provide enhanced performance, improved customer satisfaction and reduced support costs.

■ NetRetrieve™

Device Data Retrieval

NetRetrieve provides a secure interface to retrieve valuable device data for diagnostics, troubleshooting, product registration, CSP audits or target marketing. Without infringing on consumer privacy regulations, NetRetrieve collects the data from the device and uploads the data to secure file servers inside the UpdateLogic NOC for access by the device manufacturer or CSP for research and tracking purposes.

Preventative Maintenance

Proactive device monitoring enables the manufacturer to analyze error logs and troubleshoot potential service issues before they cause a widespread problem for customers. New software releases can be implemented which reduce support costs and improves customer satisfaction.

Simplified Customer Registration

The secure interactive data path provides an effective and efficient way to request and receive product registration data from the consumer, including demographic and other information as deemed valuable by the manufacturer. NetRetrieve can provide the date the TV was first turned on by the consumer, indicating when a product warranty period started, and help streamline the warranty claim process.

With the introduction of streaming media services on Internet-connectable devices, manufacturers and content providers are required to provide support for firmware updates and to allow for management of DRM security certificates.



NetReady™ enables manufacturers to generate more revenue, reduce manufacturing and support costs, and deliver a better user experience.

NetReady Highlights

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| Future Proofing The Device | NetReady enables Internet connected devices to become an extensible media services platform that can be upgraded with new streaming media services as they become available. |
| Dynamic Field Provisioning | NetProvision is a proven and highly secure field-provisioned digital rights management solution that enables dynamic post-manufacture provisioning of media streaming content services. |
| Improved Content Security | NetProvision improves content security by eliminating DRM key distribution and installation at the factory and increases flexibility and control of certificate management by providing the ability to add, revoke, promote or update content services post-manufacture. |
| Decreased Time To Market | NetProvision improves time-to-market by allowing the manufacturer to begin mass production prior to the completion of the CSP qualification process. |
| Enhanced Revenue Opportunity | NetUpdate and NetProvision enable new revenue-generating content services to be added to the device post-sale which provides an enhanced recurring revenue stream for the manufacturer, CSP, and retailer. |
| Turn-Key Managed Software Updates | NetUpdate is a robust, global, highly-secure and completely turn-key software update service. The manufacturer simply provides the software content to UpdateLogic and the UpdateLogic operations staff manages the update process to ensure successful completion. |
| Diagnostic Data Retrieval | NetRetrieve is a simple and robust solution that can proactively retrieve and monitor diagnostic data from the device to enhance the maintenance capability. The manufacturer can analyze error logs and troubleshoot potential service issues before they cause a widespread problem for customers. |
| Simplified Product Registration and Parts Management | NetRetrieve creates a secure interactive data path that provides an effective and efficient way to request and receive product registration data from the consumer. Product registration and device configuration data is useful in managing EOL parts inventory. |
| Broad Platform Support | NetReady has been pre-integrated and pre-qualified with 7 of the top 7 TV chipsets and supports most major CSPs. NetReady has been licensed by 3 of the top 4 and 5 of the top 10 DTV manufacturers. |

About UpdateLogic

UpdateLogic is the world's leading software management services provider for consumer electronic devices. UpdateLogic provides DRM provisioning, software and firmware updates, device data retrieval, and remotely-controlled technical support sessions for connected TVs, Blu-ray players and other Internet-ready CE devices. UpdateLogic services are used by 5 of the top 10 DTV manufacturers including Vizio, Sony, Sanyo, Mitsubishi, and Funai (maker of Philips, Magnavox, Sylvania, Emerson brands), and is embedded into the firmware of 7 of the top 7 independent DTV chip makers including Broadcom, MediaTek, Zoran, Trident/NXP, Renesas/NEC Semiconductor, Toshiba Semiconductor, and Panasonic Semiconductor.



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