

SafeDisc Advanced

Prepare PC games for secure physical and digital distribution



Benefits to Core Game Publishers

- Secure PC games from unauthorized disc replication, virtual drive emulation, and code manipulation without compromising playability
- Get to market faster and reduce operating costs by packaging games for both physical and digital distribution simultaneously
- Deliver downloadable games on the same day they are available through retail
- Prevent lost revenue by actively thwarting illegal distribution
- Generate extra income by embedding trial versions with pre-roll advertisements
- Distribute games on the Macrovision Distribution Network of more than 350 Web sites

Analysts estimate that game publishers lose up to \$3 billion in revenue to piracy annually. At the same time, the shelf space for core PC games has been slipping in recent years, as consumers have demanded faster and more convenient access.

Game publishers face a difficult challenge. It's not only essential to thwart game piracy without alienating customers or impeding production; but publishers also need to meet customer demand for online access. Fortunately, Macrovision's SafeDisc® Advanced allows you to achieve both.

SafeDisc Advanced provides core game publishers with the most robust digital rights management for the physical and online distribution of games. It helps you maximize revenue by providing an effective defense against unauthorized disc replication, virtual drive emulation, and game code manipulation without sacrificing the playability of your games. In addition, SafeDisc Advanced makes it easy to maximize revenue from digital distribution channels as well – a critical business strategy for today's game publisher.

Increase Legitimate Sales with Advanced Copy and Hack Protection

SafeDisc Advanced offers superior copy and hack protection that lets you increase game revenue by making sales otherwise lost to piracy. Copy protection prevents your games from being copied so users can't provide working copies to friends or burn disc images downloaded from the Internet or P2P networks. SafeDisc Advanced also provides enhanced virtual drive emulation detection and prevention, maximizing customer transparency and minimizing customer support issues.

SafeDisc Advance also arms you with a new weapon in the battle against piracy – Asymmetric Code Blending (ACB). Exclusively available from Macrovision, ACB is a sophisticated security technique that intertwines SafeDisc Advanced code

with game code *automatically*, making games near impossible to abuse. ACB is faster than ever, so it won't impact developer resources.

SafeDisc Advanced hack protection prevents clear memory lifts and automated circumvention attacks used to create unprotected EXEs of your games for illegal distribution online. It has multi-level encryption that integrates deep within your game's code without affecting playability and turns common game elements into a bewildering minefield of anti-hacker protection.

Package Once, Distribute Securely across All Channels

SafeDisc Advanced helps you get games to more markets faster with single-wrap packaging. You can package titles once for secure release to retail channels and then elect to protect the media for digital distribution using the same file, reducing your support costs while maximizing revenue opportunities. Additionally, SafeDisc Advanced's new upload utility allows you to quickly and easily add your game to our online game catalogue, which is offered on more than 350 Web sites that comprise the Macrovision Distribution Network.

Increase Sales with Multiple Licensing Options

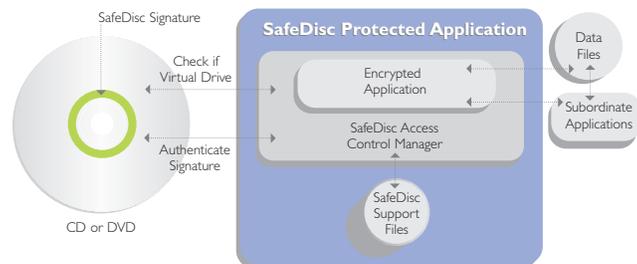
With SafeDisc Advanced, you have every licensing option and business model at your disposal to maximize revenue opportunities, including Try-Before-You-Buy (TBYB), purchase only, and beta/demos. For instance, copied CDs/DVDs or online versions of your game can automatically revert to trial mode when shared, helping you generate additional revenue by turning would-be theft into trial distribution.

Maximize Value of Trial Versions using With-Game Advertising

SafeDisc Advanced not only enables trial versions, but it also maximizes their value by supporting with-game advertising. By displaying static advertisements to gamers during trial periods,



you can monetize trials by advertising your own titles or embedding an ad from a third-party sponsor.



SafeDisc Advanced protects your games from being illegally copied and distributed.

Macrovision Knows Game Protection and Distribution

Macrovision is the industry leader in game copy protection, anti-piracy, and distribution technologies. With more than 20 years of industry experience, Macrovision solutions protect over 3,300 game titles and 280 million game discs worldwide, and the company has an extensive online game distribution network of more than 350 partner sites that makes titles available to millions of users worldwide.

SafeDisc Advanced Feature Highlights

Copy Protection

SafeDisc Advanced defends games against disc copying by encrypting the program executable in an access control wrapper that requires authentication against the SafeDisc signature to run. It has the Access Control Manager that prevents copied discs from running and patented digital signatures that defeat modern optical disc burners and software. Our recently enhanced virtual drive emulation detection and prevention maximizes customer transparency and minimizes customer support issues. You can also use kernel-level debugger checks and CD Oversize options to control the desired level of security.

SafeDisc Advanced includes Asymmetric Code Blending

ACB is an exclusive capability from Macrovision that intertwines SafeDisc Advanced code with game code automatically. Recently enhanced to make the process even faster, ACB makes it difficult for hackers to remove security components without impacting the game. Hundreds of secure data types can be inserted instantly, without tying up any of your developers' time and bandwidth.

Advanced Hack Protection

SafeDisc Advanced dramatically increases the effort and time it takes to hack games. It has all the latest anti-hack

defenses, including DeadDrop™ stealth checks that cause games to fail if security is breached, SilentAlarm™ that responds to security modifications by cleverly degrading the quality of the game, unique instance security for preventing automated attacks, and secure data types make games less susceptible to emulation black box attacks.

Single-Wrap Packaging

SafeDisc Advanced saves you time by letting you secure games for both physical and online distribution simultaneously using a single packaging process. If your games have been historically distributed using CDs and DVDs, you now have the opportunity to increase revenue by leveraging the Internet as a new distribution channel while still protecting titles from piracy. In addition, a new, easy-to-use upload utility makes it simple to distribute games across the Macrovision Distribution Network of more than 350 Web sites serving 30 million users worldwide.

Control Access with Flexible Rights Management

SafeDisc Advanced gives you complete control over game licensing terms, rules enforcement, and territory management for the games you enable for digital distribution. You can choose from the most common gaming business models – including TBYB, purchase only, and beta/demos – to maximize revenue opportunity without compromising game security. Plus, games originally acquired from an online source that can't be authenticated can automatically revert to a trial version, helping you generate viral distribution revenue without extra costs.

With-Game Advertising

SafeDisc Advanced has with-game advertising that helps you monetize trials by embedding them with pre-roll, static advertisements that play to a captivated audience awaiting your free game to start. It's an ideal way to advertise your own titles and brand or generate revenue from a third-party.

Windows® Vista™ Support

SafeDisc Advanced has full support for Windows Vista, so games built for Vista will still run reliably after being protected with SafeDisc Advanced. It's the ideal way to securely leverage opportunities presented by Vista.

Next Step:

Visit www.macrovision.com/SafeDisc to find out how SafeDisc Advanced helps you protect games from piracy.



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