



Discretix Corporate Overview

IBC Briefing

July 12, 2011



Discretix at a Glance



Embedded Security for Multiple Markets



Shipping over

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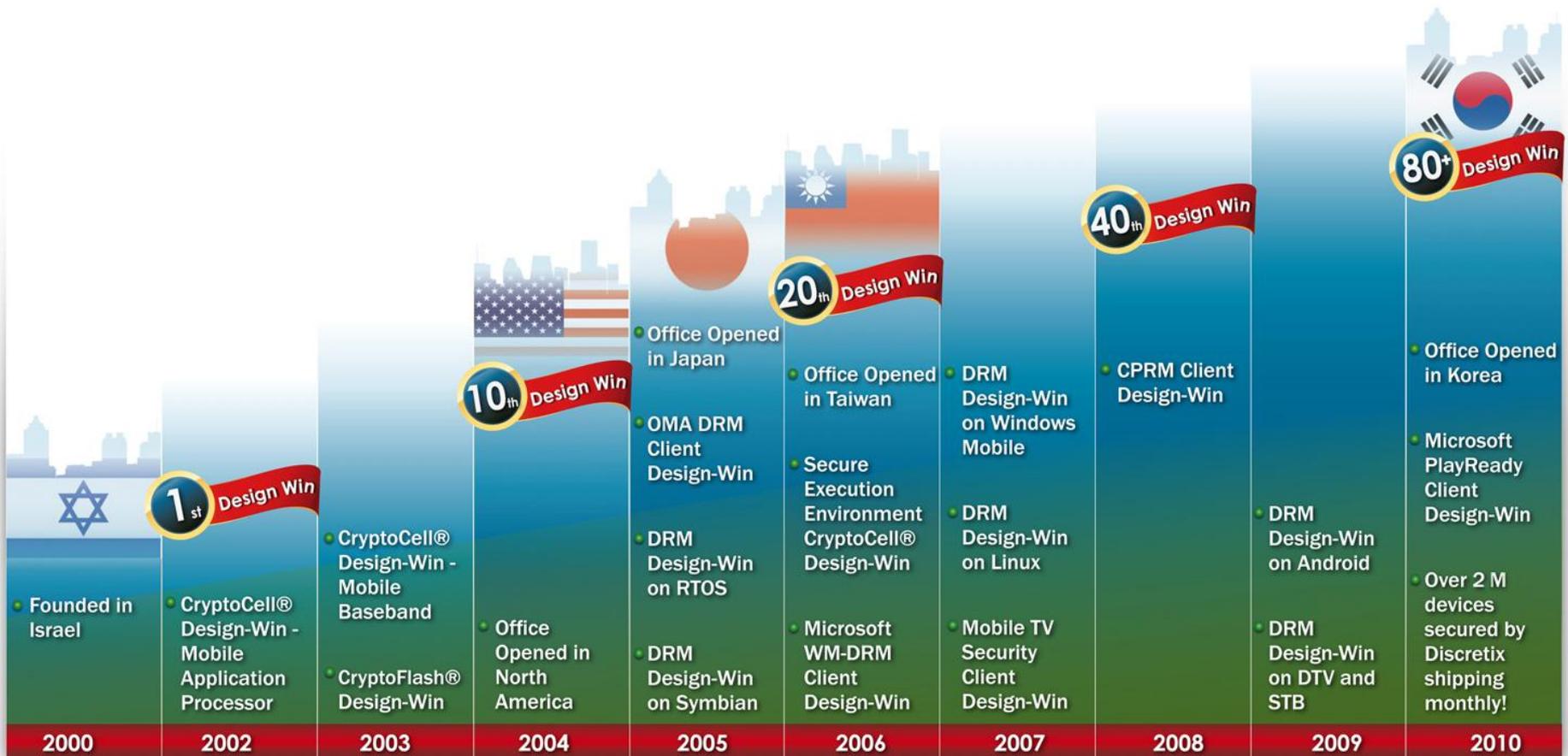
Devices per month

Facts & Figures:

- Founded in 2000
- VC backed - \$25M in funding
- 80 employees (60+ in R&D)
- Global presence
 - 🇮🇱 HQ – Israel
 - 🇺🇸 Santa Clara, USA
 - 🇯🇵 Tokyo, Japan
 - 🇹🇼 Taipei, Taiwan
 - 🇰🇷 Seoul, Korea
 - 🇨🇳 Shanghai, China
 - 🇮🇳 Bangalore, India



10 Years of Embedded Security Leadership



Discretix Customers



CONTENT PROTECTION SOFTWARE



2 Tier-1
Operators



SECURITY SUBSYSTEM



Discretix Across The Value Chain



Discretix Products

SecurePlayer™
(downloadable application)

Multi-Scheme DRM
(embedded client)

**CryptoCell® &
Hardware-Assisted DRM**

Discretix Contribution

**Compliance &
Robustness**

**DRM
Robustness**

**Ease of
Integration**

**DRM
Robustness**

Content Protection Deployment Models

Time To Market

Immediate

Up to 1 year
(OEM dependent)

More than 1 year
(IC & OEM dependent)



**Discretix
SecurePlayer™**

**Embedded
DRM Client**

**Hardware-
Assisted DRM**

Use Cases

Service Specific

Flexible: Multiple Services and Applications

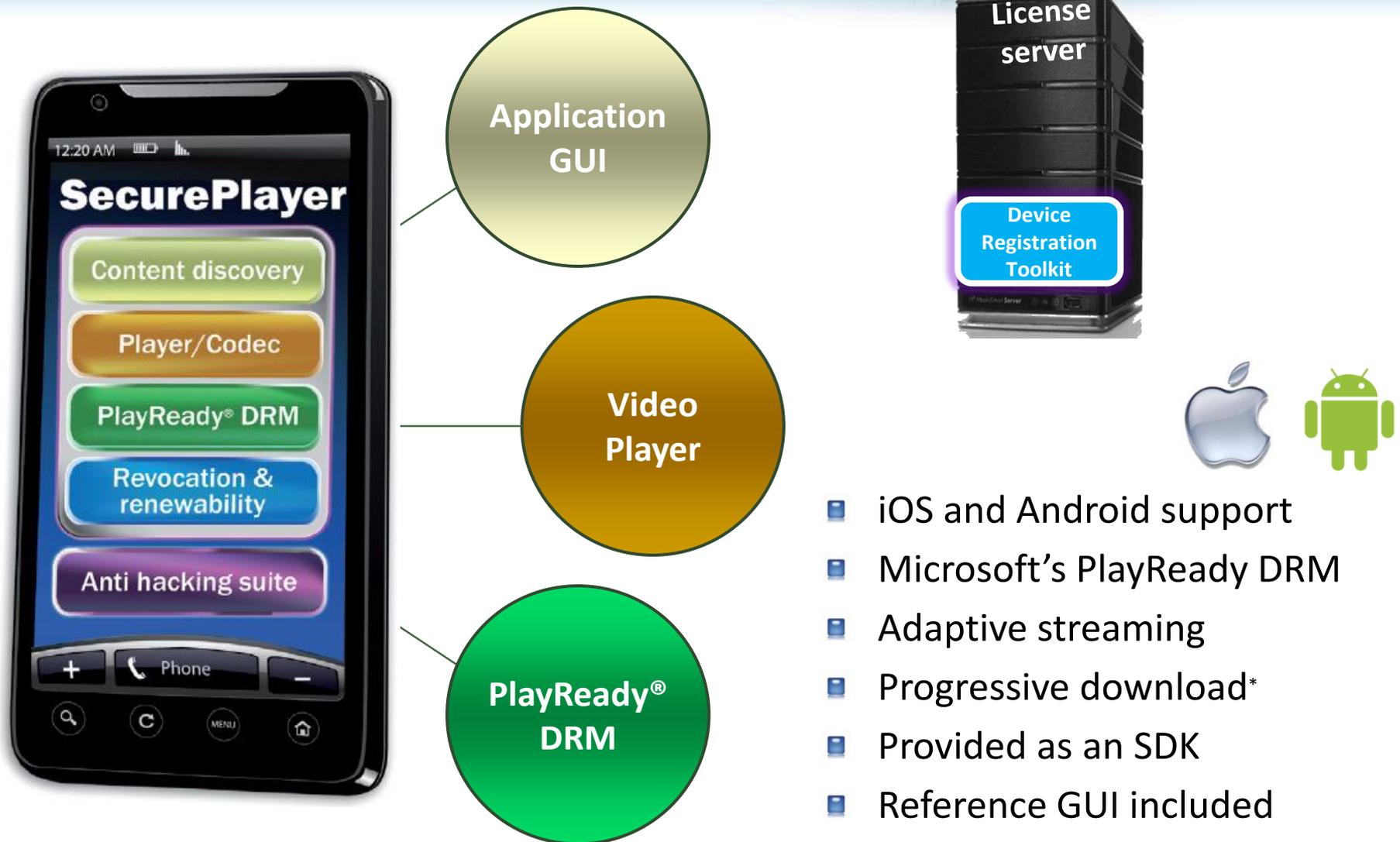
Content Market MEGA Trends

Content moves to new categories of devices

Massive disintermediation –
direct relationship with the consumer



Discretix SecurePlayer Solution





**SECURING
CONTENT
AND DATA
IN THE AGE OF THE
CONNECTED
DEVICE**