



COMPANY INFORMATION

Where the Internet meets Film



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STRIKETHSET

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StrikeTheSet.com (STS) is the next generation of Internet-based mass film distribution. It is the first fully functional web site that offers the ability to download high quality media files, while preserving the rights and ownership of the content.

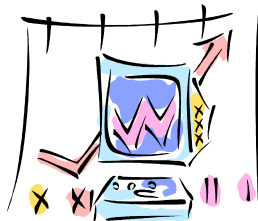
STS uses a DRM solution (Digital Rights Management), provided by Microsoft™, to insure the security of the content. It is supported on most platforms, such as Windows and Mac, as well as Solaris.

StrikeTheSet.com is a multi-level distribution platform, that consists of 2 parts. The first part is a simple listing of media content categorized by genres and can be cross-referenced through a search system via searching for specific criteria. The second part of the platform is more complex and is what sets STS apart from any other e-commerce / media distribution site. This is where Digital Rights Management comes into play and sets STS above the rest..

WHAT DOES STS OFFER TO THE ARTIST?

StrikeTheSet.com offers the artist the mass distribution ability of the Internet, while preserving the artist's right and the opportunity to capitalize on the wide audience the World Wide Web has to offer.

● STS wants the artist to join in on profit sharing. The STS income allocation is structured as follows. For every media file sold, 10% of the initial price is taken for STS business needs, and the remainder is broken down into a 60/40 split where the artist receives 60%. As an example: a \$3.95 movie for a 7 day rental would break down in the following manner: 10% off the top for STS business expenses: \$0.395, resulting in \$3.55 remainder. That \$3.55 is then split 60/40, resulting in \$2.13 commission for the artist.

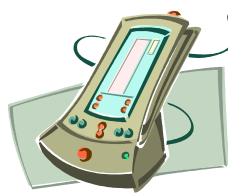


STS offers the artist the ability to capitalize on the wide audience of the Internet

On the consumer side, STS is going to offer two user type options: regular and monthly. Standard user would pay for the media file and the content would expire in 7 days. The monthly user type is geared towards the person who will be viewing more movies on a constant basis. To become a monthly member there is a \$19.95 up front monthly charge, and then all movies are the same price as the standard user, but they expire in a month instead of the 7 days.

WHAT ARE THE DIFFERENT VIEW AND PLAY OPTIONS?

STS offers media files that are large and for the standard dial-up user it can be time consuming to download the movies. But just because you have dial-up, does not



Media can be transferred and accessed from a PDA

mean that you can't use the site. We would recommend the following alternatives to acquire the media: Download the movie at a friend's place or at an Internet café and burn it to a CD or any removable media, which you can then play. The

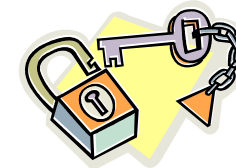
file will require a media file key in order to be played. If it is the first time you are viewing a specific file, the key will not be on your PC, MAC, or UNIX. It is here that the file goes up to the internet and downloads a 1K file for the key to unlock the file. So if you get the media via a CD you burnt on a friend's PC, if it was emailed to you, or whatever the acquisition method was, it is not relevant. All that matters is that you can get the 1K file in the end. After the key is generated for the specific media file, it is saved on your Media Player and will not access the Internet until it expires.

Media files and license keys are also transferable to PDAs that support DRM media players..

WHAT IS DRM AND WHY IS IT NEEDED?

The Internet and personal computers have dramatically changed the way digital media content, such as music, films, and books, are produced, distributed and accessed. Downloading encoded files has gained acceptance among Internet-savvy users, because it provides immediate access to content and does not require a trip to a store or relies on a physical media, such as a CD or DVD. However, digital media content that is available for sale over the Internet is still limited, as content owners, artists, and publishers are concerned about protecting their copyrighted work from illegal use. As content owners explore new distribution options which protect their copyrights, more premium content will become available on the Internet.

Before owners of premium digital media content will offer their copyrighted work for sale or promotion, a secure e-commerce system that protects digital content from illegal use is needed. A critical component of any such e-commerce system is Digital Rights Management (DRM).



Media can be accessed only with a computer generated key

DRM is a set of technologies that content owners can use to protect their copyrights and stay in closer contact with their customers. In most instances, DRM is a system that encrypts digital media and limits access to only those people, who have acquired a proper license to play the content.

HOW SECURE IS DRM?

Windows Media Rights Manager is a secure second-generation technology, that helps protect the rights of content owners, while enabling consumers to obtain digital content easily and legitimately.

Persistent Protection: Rights Manager "locks" digital media files with a license key to maintain content protection, even if these files are widely distributed. Each license is uniquely assigned to each computer. This prevents illegal distribution of digital media files.

Strong Encryption: Rights Manager includes proven encryption schemes, that ensure distributed digital media files are not exposed to piracy or other illegal use.

Individualization: Rights Manager makes each player unique by linking the player to the host computer. This prevents a compromised player from being widely distributed over the Internet. Any compromised player can be identified and disabled during the licensing process.

Secure Audio Path: Rights Manager ensures content protection in the operating system from the player to the sound card driver in Microsoft Windows® Millennium Edition and Microsoft Windows XP. This secure relationship reduces the likelihood that any unauthorized program will capture a digital media stream within a PC.

Secure End-to-End Streaming and Downloads: Digital media files are protected during download and on the consumer's PC through secure cryptographic protocols.