

TARGETS:

- ⇒ Rights Holders
- ⇒ Distributors
- ⇒ VOD sites
- ⇒ Operators, ISPs

The number of pirated individual content distribution sites is currently at 18,000 and growing at a rate of 25-30% per year! (Mc Afee 2010)

Once protected with the PUMit writer a PUM file can go anywhere and its viewing rights can be modified at anytime!

Because the rights associated with a PUM file are separated from it, a PUM file can be massively distributed before release and insure wide spread availability on the release date.



Expand your Horizons

Distribute massively, monetize individually

THE PUMIT SYSTEM LETS YOU DISTRIBUTE CONTENT MASSIVELY OVER ANY VIRTUAL OR PHYSICAL CHANNEL AND MANAGE ITS VIEWING RIGHTS OVER THE INTERNET IN A 100% SECURE WAY, WITHOUT THE HASSLE AND WITHOUT THE COST!

By separating the distribution and consumption technologies, PUM files allow hi-quality content to circulate freely, leveraging social distribution and all physical/virtual channels.

A PUM file enables you to:

- Increase your reach and lower your costs through innovative distribution: put your content on all physical and virtual channels (Internet, HDD, SD, WiFi, DVD,...)
 - ⇒ A self secure file allows for low cost content distribution/promotion – No need for secure infrastructures, 100% flexible, no need for a streaming server, popular MPEG-4 file format enables maximal reach across a variety of channels.
- Control viewing and insure monetization wherever the file is viewed from
 - ⇒ A 100% secure authorization/payment loop is established automatically upon a viewing/purchase request to link rights holders (viewing/purchase conditions), content and consumers. Associated rights can be managed in realtime even with already distributed content. Built in payment APIs interface with PayPal or other third party payment systems.
- Leverage users as distribution partners
 - ⇒ Files can be exchanged and promote social interaction, reward users that recommend content, increase reach by leveraging the power of the download and peering networks.
- Allow viewings from any number devices or even from a public computer
 - ⇒ Hardware independent (Anonymous, without the intrusive certificates).



The PUMit content ecosystem

RIGHTS HOLDER:

- 1) Protect your files yourself using our PUMit writer APP (10x realtime)
- 2) Enter copyright info and viewing rights
- 3) Distribute the protected file
- 4) Track viewings/purchases in real time

USER:

- 1) Double click PUM file (APP), reader opens
- 2) User sees free opening preview, then at the time defined by rights holder, the authorization webpage appears
- 3) User pays through any third party payment system (PayPal or else) and receives a code
- 4) User enters code in reader (valid for x viewings or time window)

The native PUMit reader runs on windows but the PUMit system can also run with any MPEG-4 player

UbicMedia in Numbers

PUMit System:

MANY TO MANY
A Peer to Peer like, viewing experience with fast access to 3D and HD content. Allows to compensate content "uploaders".

ONE TO MANY
Easy to integrate in social interaction and VOD sites. Allows to compensate referrers.

ONE TO ONE
Confidential "Hand to Hand" exchanges.



3 years of R&D



High Level team in Secure distributed Internet architecture



2.7 millions dollars raised in private funding

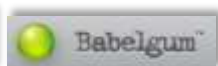


PUMit System and PUM file are both internationally registered patents



Security audits of underlying security have been performed by internationally recognized entities

Partners :



Some clients:



UbicMedia Inc.
9107 Wilshire Blvd
Suite 450
Beverly Hills, CA 90210
Phone: +1 (404) 819 1923
business@ubicmedia.com

www.ubicmedia.com