

## TARGETS:

- ⇒ Producers
- ⇒ Distributors
- ⇒ Film promotion Agencies
- ⇒ Festivals, Awards

*Promote your movie to very targeted groups in total confidence.*

*Your guests only need to click a link, enter a code, and the viewing starts.*

*Automatically generate personalized invitations for your guests.*



# Secure Virtual Screeners & Test Screenings

## Confidential & Secure VIP Internet screenings

Promoting your movie prior to its official release is often crucial to ensuring financing, co-production and distribution. However, a significant number of movies are stolen during pre-release exchanges.

To eliminate the inherent risk of copyright infringement associated with screeners and pre-release screenings, UbicMedia has developed the PUMit system. With PUMit, hi-quality movie files can be sent to pre-release audiences confidentially.

PUMit generates a protected version of your **movie file “on the fly”, complete with a private publishing system, automated viewing invitations, and an integrated monitoring tool to register viewing behavior.**

At no point are guests forced to register with or navigate a third-party website to view a PUMfile. And because the rights holder maintains complete control over viewing, **journalists’ or bloggers’ access to content can be restricted to specific time frames, even when the content has been distributed to them prior, for example on a USB or memory card.** One click content blocking can be activated at any moment.

### Features:

- ⇒ The original never leaves your machine
- ⇒ The viewer never has access to 100% of the picture information (on a frame by frame basis), making viewing impossible without the permission of the rights holder
- ⇒ Once protected files can be shared both online, or via memory cards - encouraging a controlled distribution (MPEG-4)
- ⇒ Post distribution rights management
- ⇒ Easy and immediate to operate for the end user. No third-party website stands between the content and viewers
- ⇒ The prevention of frame and stream capture provides bullet-proof security
- ⇒ Automated view invitation and monitoring



**punit**<sup>®</sup>



**PRODUCER or DISTRIBUTOR's EXPERIENCE**



Online protection & back office service



New Private Screening room, simply invite your guests.



Monitor the viewings

**GUEST'S EXPERIENCE**



When they click on the link, the PUMit reader opens.



Your guests enter the code they received in the invite...



... the movie starts in the PUMit reader.

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# The PUMit content ecosystem

UbicMedia has developed the PUMit system with the belief that content should be available for universal internet consumption.

PUM files are simultaneously safe, flexible, and easily shared, all while integrating everything needed to monetize content directly without involving distribution platforms.

By leveraging the distributed nature of the internet and the myriad of devices used to access content today, PUMit provides for a more economically viable content distribution model.

With the PUMit system, the rights holder only needs to worry about the marketing & promotional aspects of his content—the IT management & distribution of the content is taken care of by the PUMit system and its self generated distribution network, both dramatically lowering overhead costs and extending reach to new potential customers.

The simplicity, comfort, and anonymity provided by the PUMit reader have led a myriad of European and American film & media professionals to trust UbicMedia with their content Distribution and Promotion.

## UbicMedia in Numbers



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 have been performed by internationally recognized entities

Partners :



Some clients:

