

EMMS Frequently Asked Questions

General Information

Q: What new functions are available in version 2?

A: This latest version of EMMS supports any digital content type including video, audio, text, graphics, and images. In addition to digital downloads, streaming of audio and video content through IBM's Content Manager VideoCharger offering is now supported.

EMMS provides a multi-industry DRM (digital rights management) platform that meets the needs of B2B (business-to-business), B2C (business-to-consumer), and B2E (business-to-employee) customers. It provides a customizable architecture that can support other DRM technologies through EMMS interfaces and integration services.

In addition, customizable user authentication features have been added to enable content to be rendered only by authorized users.

Software Development Kits (SDKs) are now provided for the preparation of digital content and clients.

Q: How will EMMS work with such a wide range of industries and applications (B2B, B2C, and B2E)?

A: IBM is providing SDKs for customers and ISVs to develop "content preparation" and "client" components that can then be used to support individual media formats

The content prep SDK runs on Windows NT and Windows 2000. The client SDK runs on Windows 98, Windows ME, Windows NT, Windows 2000, and Windows XP.

Q: What companies have licensed EMMS technologies?

Ansys, ION Systems, Liquid Audio, Mobipocket, Music Co Japan, Inc., NTT-BB, Rimage, and Toshiba have licensed the EMMS SDKs.

Q: What companies are commercially deploying content with EMMS version 1?

A: EMMS version 1 was targeted specifically at music content owners to sell music to consumers. LabelGate, Music Co Japan, Inc., Toshiba-iVC (du-ub, Inc.) Ltd., NTT DoCoMo all have services available in the marketplace using the EMMS product suite. NTT DoCoMo and DDI Pocket have introduced downloadable music services to cellular phones.

Q: Why has IBM been so successful in the Japanese market?

A: The first version of EMMS was an end-to-end solution exclusively targeted at the music industry. The Japanese market has been an early adopter of this technology as well as of wireless devices, which are also used to receive music in Japan. There have been few widespread deployments in other geographies to date. Napster, and the fear of "Napsterization" of a wide range of content continues to inhibit media companies from distributing their content to consumers.

Q: What are the advantages of IBM's EMMS compared to competitor product offerings?

A: EMMS is a more complete solution requiring little integration or development effort for those who desire a complete turnkey solution. Software Developer Kits are now available to allow a wide variety of EMMS enabled applications to be created.

Q: Has the price for EMMS v2 changed from v1?

A: The pricing has been attractively restructured in line with the additional functionality in the product and with market conditions. Contact your IBM sales specialist for more information.

Q: Who installs EMMS and how long does it take?

A: EMMS is installed by IBM Services representatives. After the required hardware is received and set up, the EMMS infrastructure software can be installed and brought online in a few days depending on the complexity of the system.

More extensive services including building a digital distribution network or interfacing with other EMMS licensed service providers are available from IBM Global Services.

Q: What type of technical support is provided?

A: The first year of IBM's Standard Software Maintenance is included in the price of each EMMS component. Future years maintenance are required according to standard IBM schedules, for one or three years. This includes maintenance and subscription covering future releases for the covered period.

Q: How can I obtain more information about EMMS and the EMMS SDKs?

A: Go to the IBM EMMS website at www.ibm.com/software/data/emms. Telephone / fax / email contact information is provided for each country.

IBM and Digital Rights Management

Q: What is IBM's Digital Rights Management (DRM) strategy?

A: EMMS provides a Digital Rights Management infrastructure, which is a key element of the IBM Enterprise Content Manager portfolio. ECM is an informational infrastructure for accessing, capturing, integrating, managing, analyzing, and securely distributing all forms of digitized content to help customers implement and deploy e-business solutions.

Through the EMMS secure interfaces, third parties may develop certified drivers that can transform EMMS secure content files into proprietary formats supported by other DRMs. This transformation can occur through a user-initiated action in an EMMS enabled client application or through an automated fashion at download time through the EMMS Multi-Device Server component.

Q: What are IBM's strengths in the Digital Rights market?

A: IBM has proven to be highly reliable and scalable with customers who have commercially deployed B2C solutions. It has also shown to be very secure as compared to competitive DRM solutions. EMMS can support virtually any type of file format through the integration of SDKs. IBM is committed to DRM technology and standards and product excellence. Integration with IBM middleware will ensure seamless solutions for our customers.

Q: What is IBM doing to integrate DRM into its core middleware offerings?

A: With this announcement, EMMS establishes points of integration across IBM middleware; including Content Manager, VideoCharger, DB2, and WebSphere products. From a strategic point of view, we are evaluating other IBM middleware to understand their requirements for secure distribution of digital content.

Q: What is IBM's position on standards specifically related to DRM?

IBM's expanded platform is built on open standards including XML® and Java®, allowing applications to exchange data freely and securely.

IBM is an active member of many standards groups, helping to define and shape DRM-related standards, including the MPEG-4 Industry Forum, the Copy Protection Technical Working Group (CPTWG), the 3rd Generation Partnership Project (3GPP), and the Open eBook Forum (OEBF).

Q: Other DRM technologies have been compromised. Has IBM had any problems of this type?

A: While no one can guarantee 100% security, IBM has developed an architecture that has proven to be highly secure. We have had no problems reported of this nature and have been deployed in the Japanese market for two years. IBM continues to set very high security objectives for our products.

Q: What is the Consumer Broadband and Digital Television Promotion Act (CDTPA) and what is IBM's position on this pending legislation?

A: The U.S. Congress is currently debating how best to ensure protection of digital content in an Internet world. Legislation introduced in the U.S. Senate entitled the "Consumer Broadband and Digital Television Promotion Act" S-2048, would require certification of standards for digital rights management technologies. All digital media devices would be required to include and utilize the "standard security technology that adheres to the security system standard" as defined by the Federal Communications Commission. Industry would be required to develop a digital rights management standard within one year. If agreement on a standard, which would apply to a wide array of digital devices - could not be reached in that time, the legislation requires the FCC to impose government-created standards on the marketplace.

IBM believes strongly in protecting digital content, however, we oppose Senate bill 2048. Government mandates for DRM or other content protection technologies would likely result in a one-size-fits-all approach that fails to meet the needs of consumers. Any standards relating to DRM technologies should be developed through an open, voluntary and consensus based process that includes input from all stakeholders. It is unlikely a single DRM technology or standard will meet the needs of all future devices or online distribution business models.

Congress should reject efforts to impose government mandates in the emerging marketplace for online commerce and should allow the IT and consumer electronics industry, working with the content community, to develop and deliver DRM and other content protection technologies that meet consumer demand.

Product Requirements and Compatibility

Q: What operating systems does EMMS version 2 require?

A: All EMMS server components run on Windows 2000 and Windows NT operating systems. The EWCE interfaces to IBM AIX, Windows NT, Sun Solaris, and HP-UX retail stores or enterprise portals.

Q: Are you adding support for additional client players with this latest release?

A: Yes, support is now available for Microsoft's Windows Media Player v7.1 and higher and IBM VideoCharger v 8.1

Q: What portable devices and media types are supported by EMMS?

A: Any portable device can be supported through the EMMS Secure Interface Driver interface including devices that have proprietary embedded DRMs.

Support for both wired and wireless content delivery is provided for a wide range of devices. IBM is negotiating with major device manufacturers to support EMMS with their products. Media support is provided for Sony memory sticks and Secure Digital (SD).

Q: What versions of IBM's VideoCharger support secure streaming?

A: IBM VideoCharger 8.1 supports secure streaming via EMMS.

Q: What video data types are supported for secure streaming?

A: MPEG1 video, MPEG2 video, and MP3 audio are supported for secure streaming.

Q: What file formats does EMMS support on Microsoft Windows Media player?

A: The EMMS SDK provides an interface to support MPEG1, MPEG2, and MP3 through the Windows Media Player.

Q: How does EMMS provide support for PDF files?

A: EMMS has the ability to support any file format. Any application that can render PDF files can integrate the EMMS SDK and provide secure viewing of that file. Today, PDF content can be rendered through the Ansy PDF Viewer.

The Ansy viewer enables customers to view a wide range of EMMS-formatted file types including PDF on Windows PCs. Ansy viewers can be licensed for a charge directly from Ansy Technology (www.ansyr.com).