



Open Mobile Alliance Digital Rights Management (DRM) 2.0 ***Interoperable DRM for mobile, IT and consumer electronics industries***

Las Vegas, NV USA, April 5, 2006 – The Open Mobile Alliance (OMA), an international specifications setting body, announces the public availability of its DRM Version 2.0 Service Enabler as an Approved Enabler Release. OMA's Board of Directors recently accepted the new standard after ten months of thorough interoperability testing across the mobile, consumer electronics (CE) and IT industries. DRM 2.0's arrival demonstrates OMA's commitment to develop and test a trusted standard for the interoperable distribution of premium content.

OMA DRM 1.0 became available as an Approved Enabler Release in September 2004 and is already deployed in over 400 handset types world wide. For OMA DRM 2.0, 66 of the OMA's nearly 400 member companies contributed to the specification. One of the significant capabilities of OMA's new and improved DRM will be to extend the specification to both IT and CE products and devices. As an example, OMA DRM 2.0 will allow mobile operators to extend billing capabilities beyond the mobile phone.

"OMA has established its crucial role in the interoperability of products and services in the wireless world, in spite of industry and media focus on IPR issues associated with digital rights and other technologies," says Jari Alvinen, Chairman of the Board of the OMA. "Now, consumers are demanding premium content wherever they are and however they are connected. OMA DRM 2.0 offers content providers, IT and consumer electronics vendors, mobile operators and vendors a DRM solution that allows secure content exchange in an interoperable manner. This interoperability is the key to drive the successful convergence of the mobile, CE and IT industries. OMA's DRM 2.0 provides a truly dynamic solution for exchanging high quality content to any device on any network."

OMA DRM 2.0 has been tested over the course of five OMA TestFests beginning in May of last year in Helsinki, Finland. 92 product implementations, including 64 clients and 28 servers, covering more than 200 inter-company combinations have been tested. More than 10,000 Interoperability Tests have been successfully completed.

Originally, OMA DRM 1.0 was designed to meet interoperability requirements for light media content. DRM 2.0's premium content specification offers more trust and security; supports non-mobile protocols such as HTTP; and will enable new business models such as sharing, streaming, subscriptions and gifting.

"High bandwidth wireless networks and mobile devices with removable media and larger color screens have enabled users to access premium content," says Willms Buhse, vice chair of OMA's DRM Working Group. "These innovations have allowed mobile users to access the rich content commonly available on the Internet. Because we developed OMA's DRM 2.0 with the specific goal of interoperability between mobile, IT and CE devices, OMA is eliminating some of the proprietary solution barriers that have hindered the success of content based business models such as super distribution or storage and back up for multiple devices."

OMA Approved Enabler Release DRM 2.0/Features

Consumers

- Greater security and trust management

- Advanced content management to move, remove and restore both content and rights among multiple devices and storage solutions
- Sharing between multiple users in a single domain
- Transfer to disconnected devices such as music and video players

Content Providers

- Enhanced security for individually encrypted rights and integrity protection for both content and rights
- Explicit trust mechanisms for mutual authentication between device and rights issuer, including device revocation
- Secure and protected multicast and unicast streaming for progressive download
- Support for new business models provided by features such as metered time and usage constraints, content bundling and subscription rights, and gifting
- Support for P2P super distribution and messaging for viral marketing and reward mechanisms

About the OMA Release Program

To date, OMA has published 44 Enabler Releases. The OMA continuously operates an interoperability program to validate Enabler specifications, as well as the implementations of member products and services. Using a clear working process, the Enabler Release Program is designed to deliver two key milestones for each enabler:

- A **Candidate Enabler Release** delivers an approved set of open technical specifications that can be implemented in products and solutions, and then tested for interoperability.
- An **Approved Enabler Release** represents Candidate Enabler Releases that have gone through the Interoperability Program (IOP) of OMA. The IOP tests interoperability between different member company's implementations – either within the OMA or through co-operation with an outside organisation.

For more information, visit http://www.openmobilealliance.org/release_program/index.html.

About the Open Mobile Alliance (OMA)

The Open Mobile Alliance (OMA) delivers open specifications for creating interoperable services that work across countries, operators, fixed and mobile terminals. Driven by users' needs and the expanding market for data services, the member companies of the Open Mobile Alliance stimulate the adoption of new and enhanced information, communication and entertainment services. The Open Mobile Alliance includes contributors from all key elements of the wireless value chain, and contributes to the timely and efficient introduction of services and applications.

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