

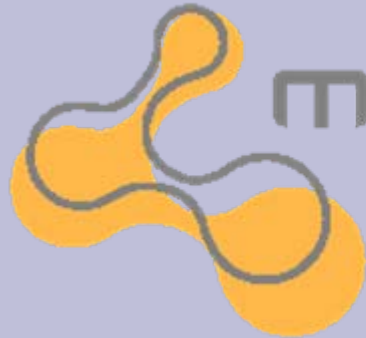


MESEC presentation

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Copyright, DRM technologies, and Consumer protection,
University of Berkeley

Dr. René van Buuren
Telematica Instituut, The Netherlands



MESEC

Mobile Enabled Secure Exchange of Content



Telematica
INSTITUUT

What is MESEC?

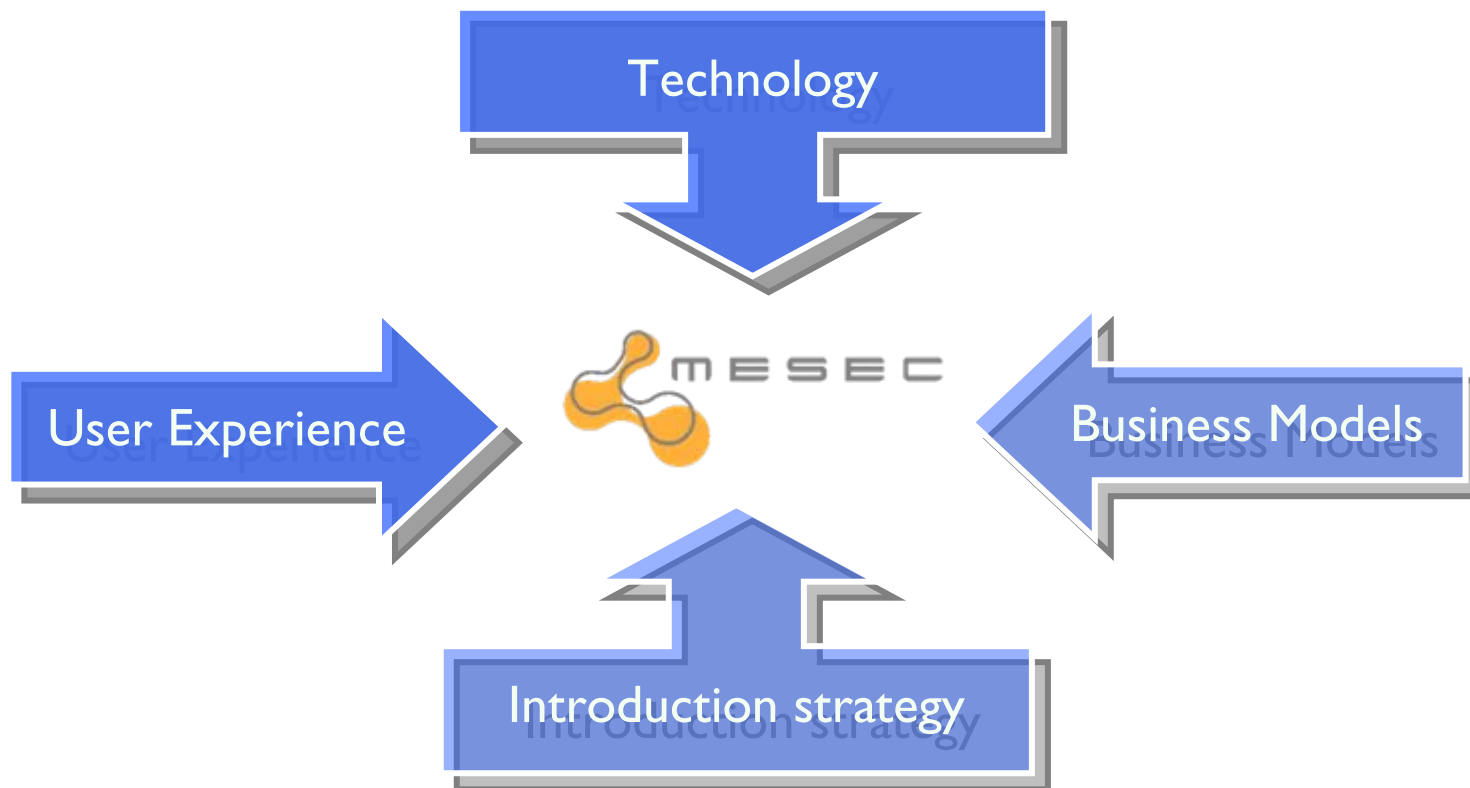


- MESEC I Research Project (2004-2006)
- MESEC II Research Project (2006-2008)



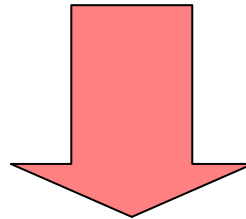
- Unique combination of partners and skills
- **Aim:** To devise a DRM solution that balances between the interests of content providers and 'fair-use' experience for the user

A vision from four directions



Drivers for the MESEC project

- Increased sales of digital content
- Demand for 'fair-use' and interoperability by users
- Demand for controlled content exchange
- Technology progress



- Opportunity for secure content sharing services that enhance the user experience by reducing restrictions instead of limiting usage

MESEC Service Concepts



Show Movie

Developed scenarios & prototypes



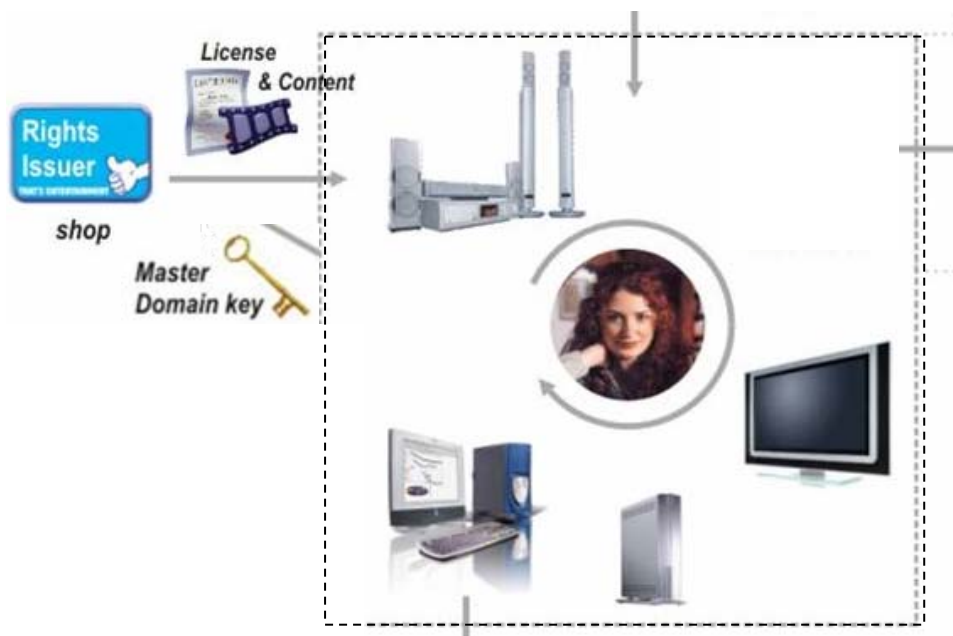
Show movie...

MESEC technology

Extending an open standard with initially proprietary features



- Mobile/CE interoperability by adopting the existing OMA DRM 2.0 domain concept

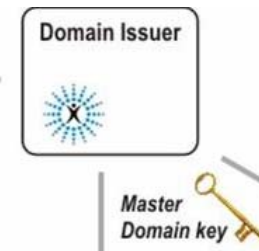


- Innovations:

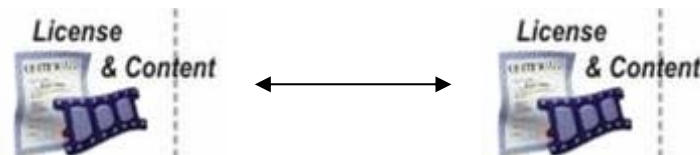
- Person based DRM using a SIM as identity carrier based on OMA



- Mechanisms to separate domain management and rights issuing

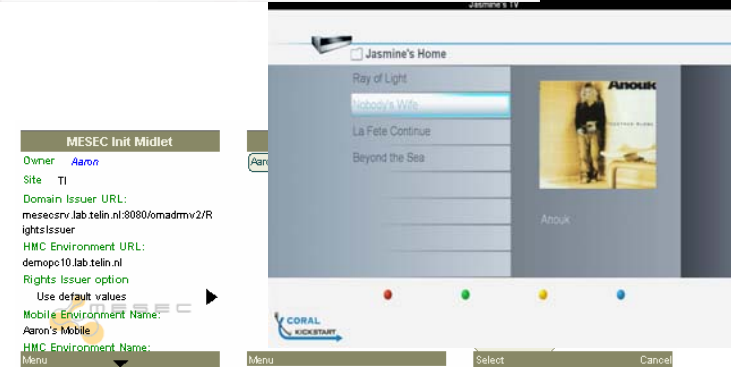


- Revocation mechanisms for domain content



Focus on the User

- Focus group research
- User interaction design
 - Make it easy to work with a complex DRM system
- Homelab Tests with users

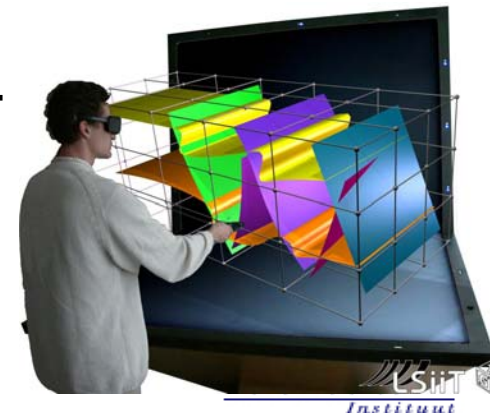


Hiding DRM complexity

- Explain OMA domain to users.....NO WAY!

User Interaction Design & UI

- Collection concept
 - Collection information and access everywhere (user view on technical domain)
 - Physical storage location irrelevant
- User interaction on all devices similar...
- Exploit device specifics in UI



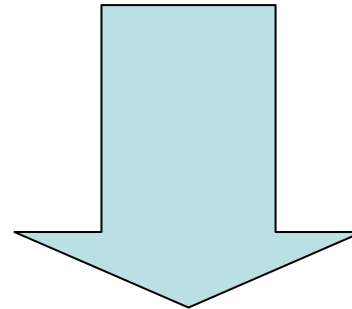
Homelab Tests with users



- In progress...

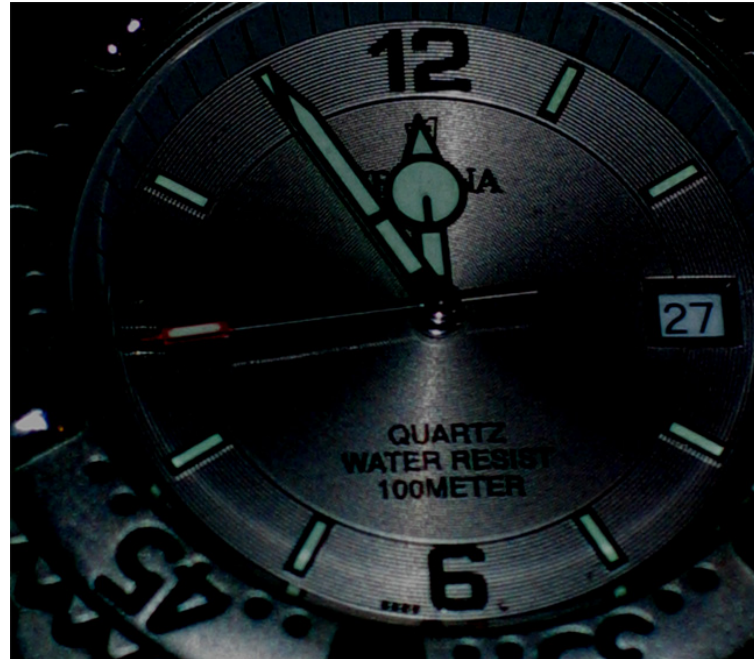
Main message

- DRM should enablenot restrict.
- Hide DRM complexity from the user.....



- Increase the content experience of the user.....

Main message



- Increase the content experience of the user.....
- The future success of DRM depends on it.....

Thank you for your attention