

What is Pro:Idiom?

Pro:Idiom™ is an encryption technology developed by LG for use in the hospitality, health-care, and other commercial markets for the security of high definition digital television and Video on Demand (VoD) signals.

HBO, Showtime, ESPN and other digital television content providers require encryption of the HD signal in Free-To-Guest (FTG) environments where a set top box is not present in order to protect their content from piracy.

Pro:Idiom

FUN FACT!!!

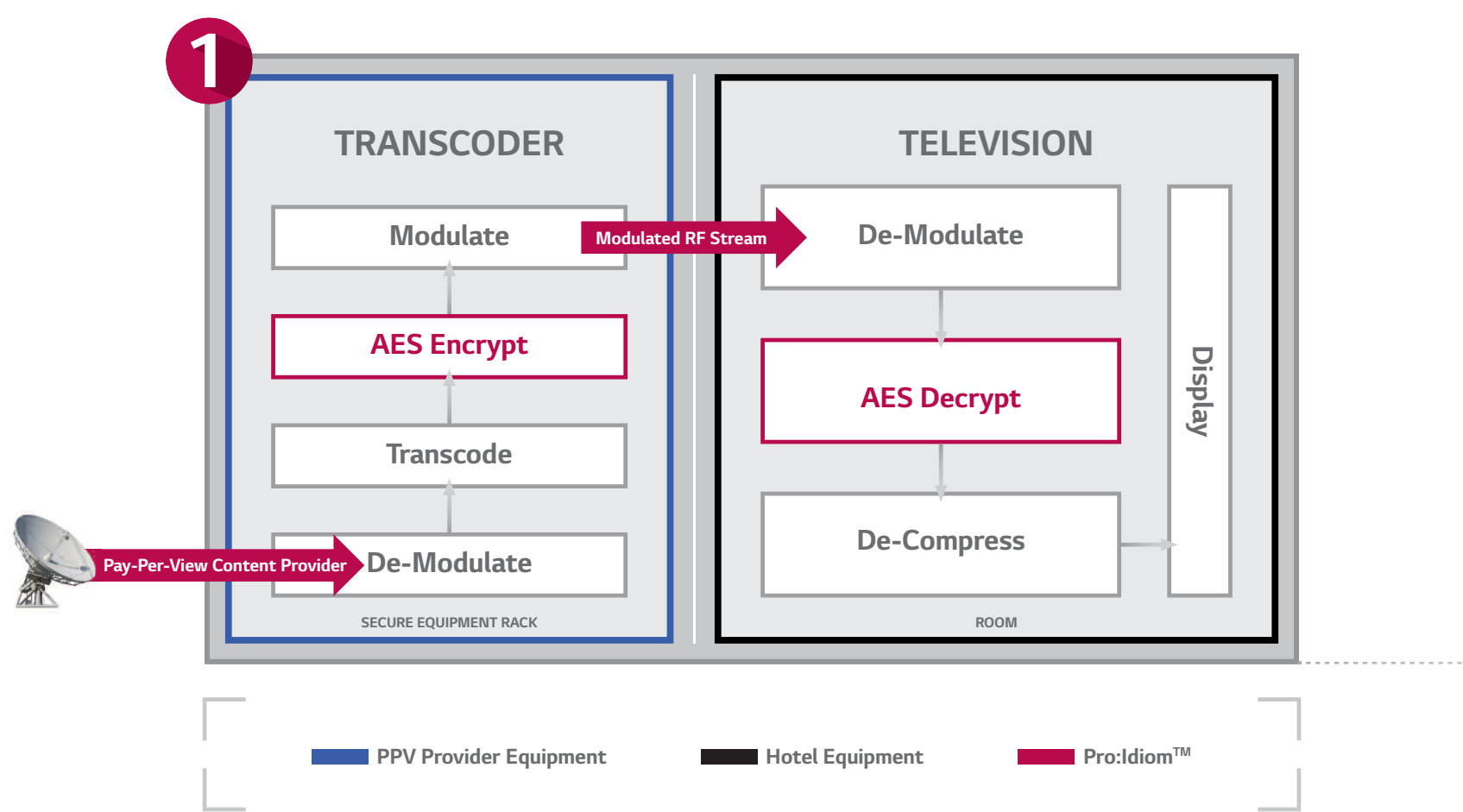
Introduced in 2005 and is Industry Leading.

PRO:IDIOM HAS END-TO-END ENCRYPTION AND WORKS IN 2 MODES

How It Works

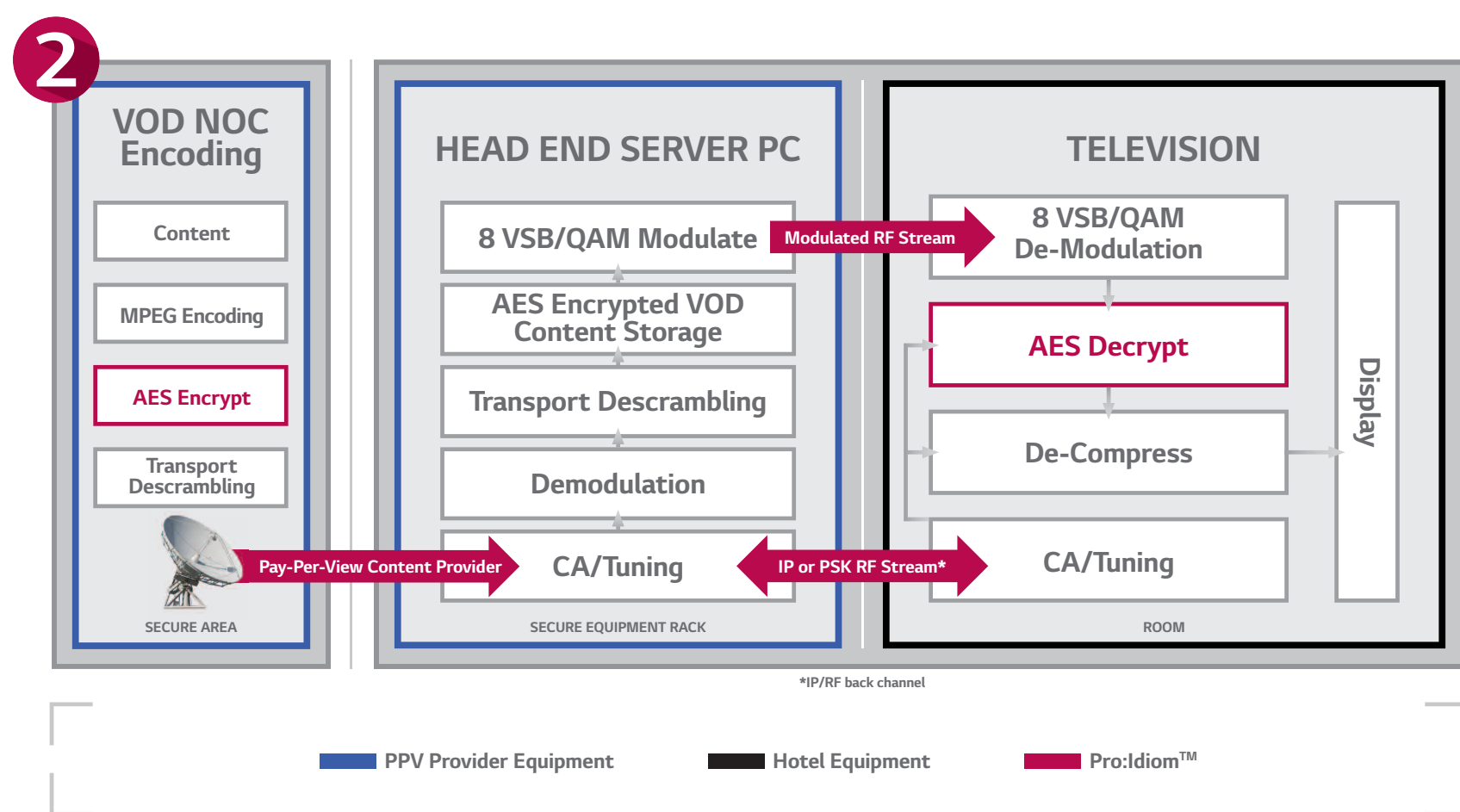
ONE-WAY SYSTEM

The content is encrypted in a properties head-end closet



BI-DIRECTIONAL SYSTEM

The content is encrypted at the content providers Network Operation Center (NOC) before it is sent to a property a



Security

Prevents theft in a high quality compressed or uncompressed digital content

Limits the losses that can be caused by a potential break in the system

Provides a feasible method to renew the system in response to a major break

WHAT'S COVERED?

Protects information at the secret level

Has encryption between set-top box and the display

Provides key management architecture that limits the amount of digital content encrypted with one key

Supports options to replace compromised keys

[Content Providers]

Content Providers that have granted distribution rights to those who utilize Pro:Idiom

Studios



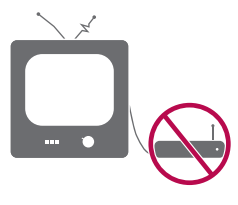
Satellite / Cable



ROI



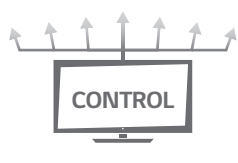
Proven to be secure



Can eliminate the need for Set-Top boxes



Works seamlessly within the property's network



Centralized Control