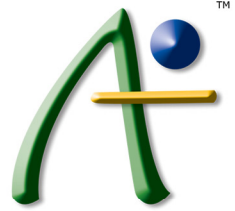
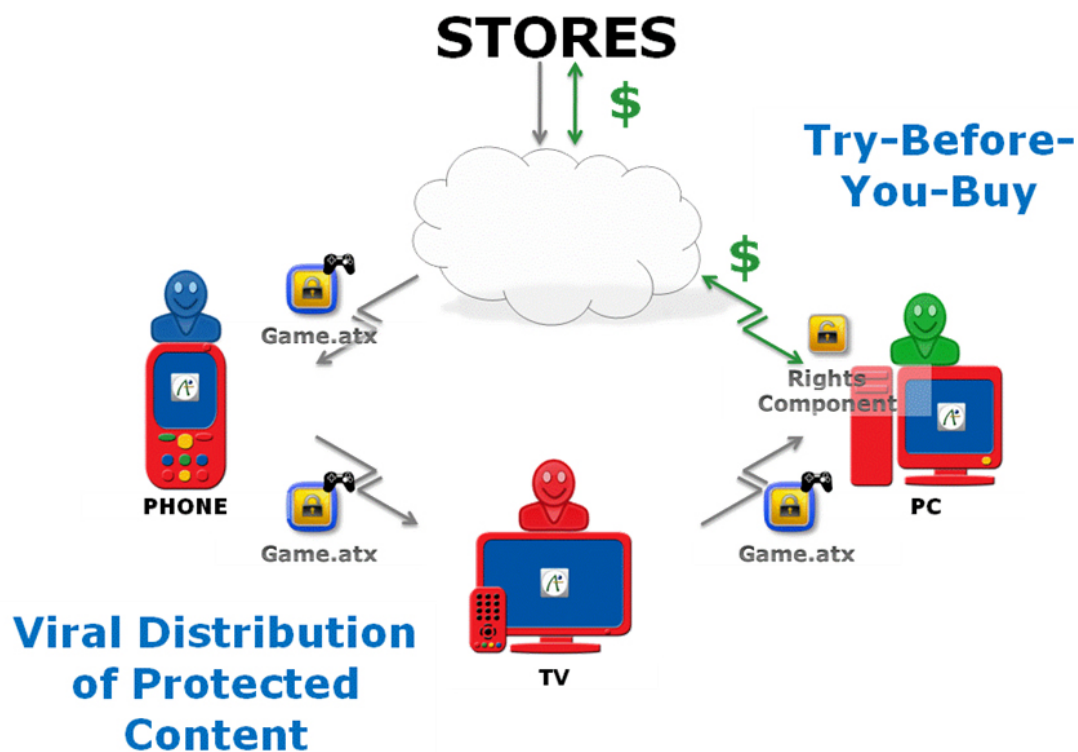


Viral Distribution



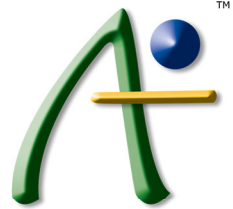
Viral Distribution of Games and Assets

Antix's patent pending, rights management system enables users to share games and virally distribute applications and content securely off-network with their friends and family. Uniquely, the person sending and the person receiving do not have to have the identical device or platform.



Games can be played with restricted rights, those rights determined by the developers and publishers, even when a license is not present on the receiving device; this encourages viral distribution and conversion of trials without exposing the IP owners to piracy.

DRM Features



- **Flexible Mechanism** for controlling how game content can be used, enabling business models and use-cases which are typically not available under other DRM systems.
- **Rights Components** packaging pre-defined rules and rule sets that allow the specification of constraints for running games.
- **Wide range of conditions** that can be tested by the rules and set by the developer and publisher and can include:
 - Locking a game to a particular device using unique device identifiers;
 - Locking a game to several devices using unique device identifiers;
 - Locking a game to a manufacturer;
 - Locking a game to a network operator;
 - Imposing restrictions on the date range within which the software can be used;
 - Limits on the number of times a game can be used;
 - Limits on the amount of time a game can be played;
 - Limits on the number of levels within a game that can be played;
 - And many other possible conditions.
- **Try-Before-You-Buy** functionality enabling consumers to play games in accordance with the rules before choosing whether to purchase a full license for the game.
- **Viral Marketing** facilitating the distribution of games by consumers to friends who can play the game with restricted rights, even though the sender may have a full license for the game, before they choose to purchase a full license from the originating store.
- **Browser-Plugins:** This "Try-Before-You-Buy" and "Viral" experience is extended to the PC using a standalone AGP player and plugins for all of the popular web browsers, and onto the handset or other devices, including; TVs, set top boxes, personal media players etc, wherever AGP is deployed.
- **Download Efficiency** such that when a consumer makes a purchase only the "rights" need to be downloaded to enable the publisher defined unlocking of the associated game restrictions.
- **Free of Charge Game Development Kit** enabling the targeting of multiple screens using fully understood and industry standard techniques and addressing industry standard APIs.

FREE GDK Registration: <https://developer.antixlabs.com/>

<Viral_Overview_020210>

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