

# PallyCon on Amazon Web Services (AWS)

Cloud-based Multi-DRM and Forensic Watermarking  
Pre-Integrated with AWS Platform

## Simplifying complex content protection

Content protection is a key to monetize premium online video service. Content owners mandate platform-native, hardware-based Digital Rights Management (DRM), and forensic watermarking for premium contents. Due to the fragmented client platforms, video service providers are looking for a simplified solution to solve the complexity of content protection.

## PallyCon easily protects contents running on AWS

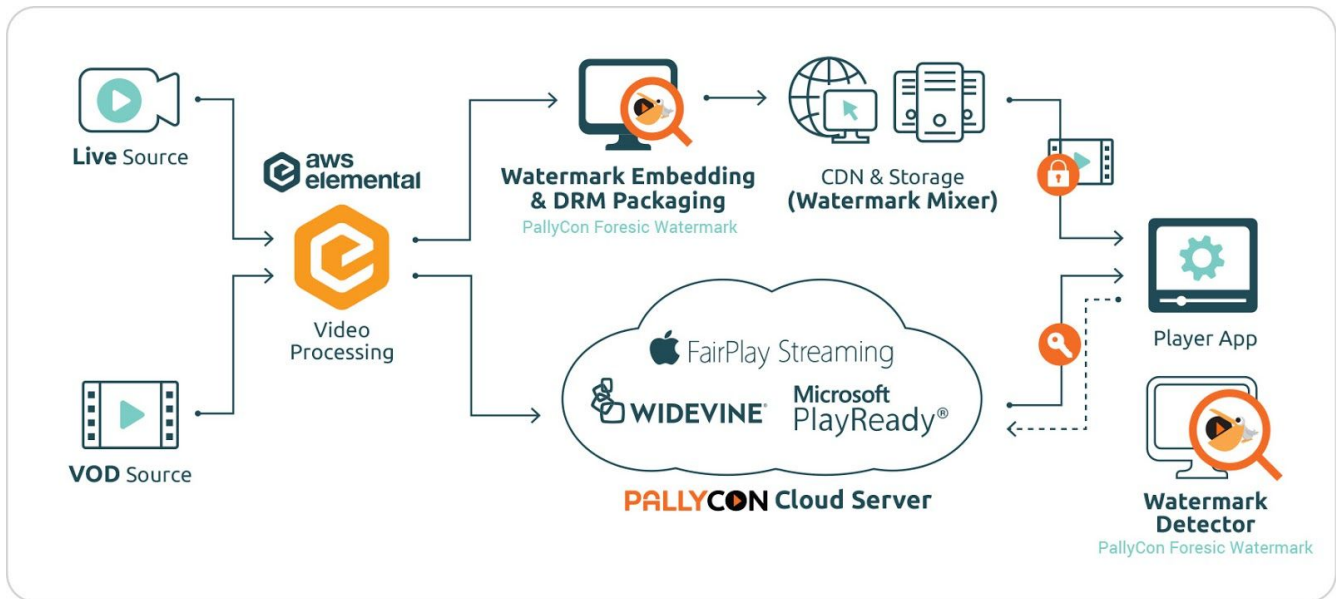
PallyCon simplifies the complexity of DRM and watermarking with easy-to-use integration APIs and pre-integrated solutions. Since PallyCon is integrated with AWS Media Services such as AWS Elemental MediaConvert, AWS Elemental MediaPackage, and Amazon CloudFront, customers can easily enable a single secured content workflow from encoding to CDN delivery. PallyCon is available on AWS Marketplace with pay-as-you-go price model for simplified operations and consolidated invoice.



## Multi-DRM and Forensic Watermarking

PallyCon Multi-DRM Cloud is a SaaS subscription product registered on AWS Marketplace. It provides license management service for PlayReady, Widevine, FairPlay and Netsync Content Guard (NCG) DRM.

PallyCon Forensic Watermarking is a cloud-based SaaS watermarking service running on AWS platform. It is robust against various attacks in compliance with MovieLabs' specification for enhanced content protection.



## PallyCon Multi-DRM Cloud

### Well-matched to AWS Media Services

PallyCon Multi-DRM is integrated with AWS Elemental MediaPackage and MediaConvert via 'Secure Packager and Encoder Key Exchange (SPEKE)' API. Video service providers can easily protect live and on-demand videos processed by AWS Elemental using simple setup on AWS management console.

PallyCon also provides various integration APIs to support any business models, packaging scenarios, and client integrations required by customers.

### Benefits of PallyCon

- Pre-integrated with AWS Media Services
- Pay-as-you-go pricing and one-stop billing
- Studio-grade content security solution with Multi-DRM and Forensic Watermarking

## PallyCon Forensic Watermarking

### A complete content protection suite

PallyCon Forensic Watermarking service completes the premium content protection with combination of PallyCon Multi-DRM Cloud service.

Content owners and video service providers can track illegal distribution of premium contents by embedding and detecting end-user information in unique and invisible watermarks.

- **Session-based watermarking**  
Real-time insertion of end-user or device info
- **Server side watermarking (A/B variant)**  
No client integration required
- **Supports UHD and H.265**  
Can be applied to studios' premium content
- **Provides SaaS packaging service**  
Watermark embedding and DRM packaging without on-premise server systems