

# Flash Memory for HD Video — The Security Challenges

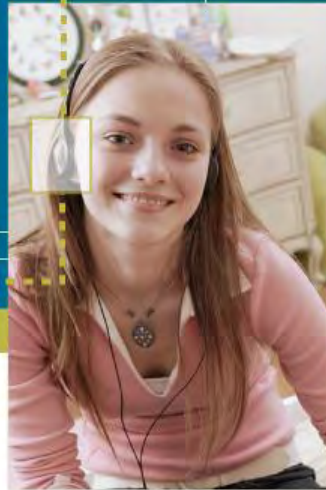


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# What consumers really want?



Anytime



Anywhere



Any Device



# Vision vs. Reality

The average consumer has 2.5Mb/s  
broadband connection

Download time of an average  
Blu-ray movie is 22 hours



Digital [online] sales won't come near  
that of Blu-ray in the next 5 years\*

**Disconnect with  
Consumers Expectations**



The logo for the movie 'Flash Gordon' is centered on a bright yellow background. It features the words 'FLASH' and 'GORDON' in a stylized, 3D font with a red-to-yellow gradient and a drop shadow. The letter 'O' in 'GORDON' is replaced by a circular emblem containing a glowing orange and yellow sphere, with a white ring and a red lightning bolt passing through it.

FLASH GORDON

Flash has **SCALED** to meet  
**CAPACITY** requirements

Flash has **YET TO SCALE** to meet  
**SECURITY** requirements

# Security Requirements

## Content Protection Schemes

Content Protection  
(AACs, OMA DRM, PlayReady, CPXM)

Link protection  
(HDCP, DTCP)

## Complete System

Robust Secure Key Storage

Authentication and Key Management

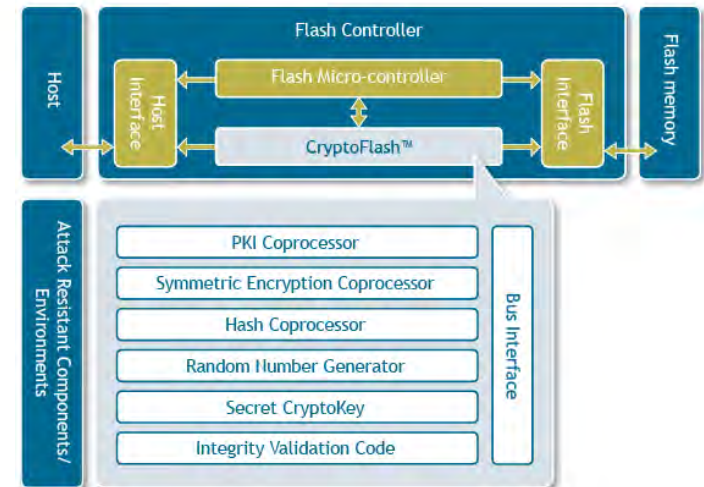
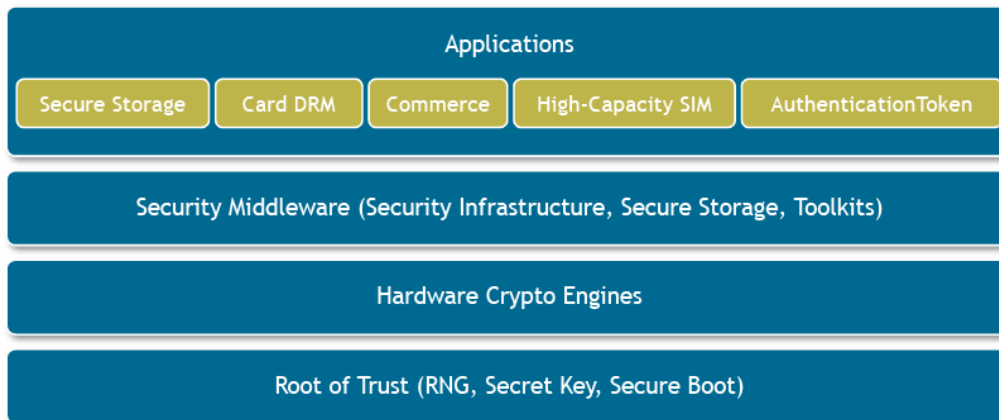
## Performance

High Performance Encryption

32 bit Processor

# Complete Security Solution

## Discretix CryptoFlash®



### Hardware-based Security

- ❖ High throughput
- ❖ Certification and compliance

### System Solution

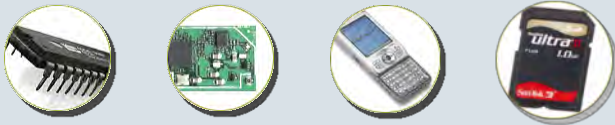
- ❖ Flexibility and extensibility
- ❖ System Integrity and robustness

### Software Modules

- ❖ Security services for multi-scheme content protection
- ❖ Fully integrated with hardware infrastructure
- ❖ Support for future applications

# Discretix at a Glance

## Embedded Security Technology Vendor



- ❖ Robust security for mobile devices and flash memory
- ❖ Low resource environments
- ❖ Complete solution: Hardware, Middleware, Applications

## Recognized Market Leadership

Leading embedded security vendor for the mobile and flash markets



## Team

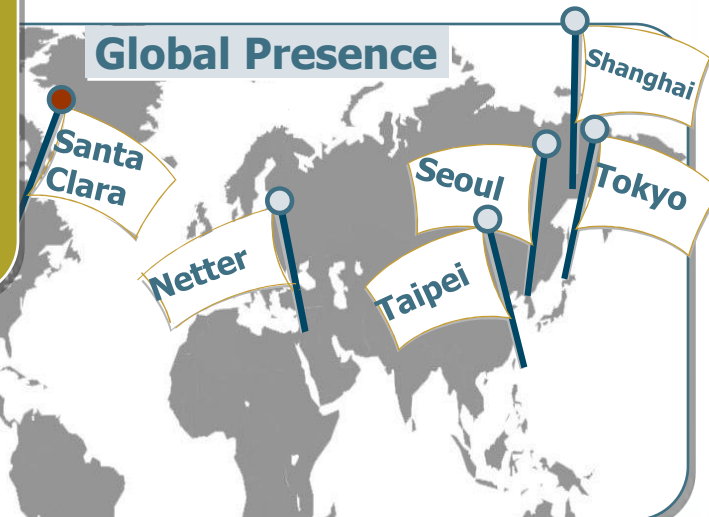
- ❖ 93 employees (75+ in R&D)
- ❖ Unique combination of multi-disciplinary team
  - Mobile and Flash
  - Hardware and Software
  - Security specialists

## Funding

- ❖ Over \$25M of VC Funding
- ❖ Profitable since 2005



## Global Presence





# Discretix Traction - Licensees



**Integrated Security Platform for Chipset Vendors**

**Content Protection Solution for Device Vendors**



**Discretix - Your Embedded Security Technology Partner**

# Summary



Discretix

your

**EMBEDDED SECURITY**  
**TECHNOLOGY PARTNER**

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