



SafeMedia provides the only solution on the market guaranteed by a hold harmless agreement from any lawsuits related to P2P copyright infringement on a network where our products are properly installed.

The Dangers of Contaminated P2P Networks

... when you are connected to file-sharing programs, you may unknowingly allow others to copy private files you never intended to share. You may download material that is protected by the copyright laws and find yourself mired in legal issues. You may download a virus or facilitate a security breach.

—The Federal Trade Commission

COMPANY OVERVIEW

SafeMedia's Technology and Business Process Solutions position the company to be the leader in combating the increasing threats of contaminated P2P file sharing to national security, the economy, individuals, businesses the economic viability of the Internet and to digital copyright asset owners.

SafeMedia has developed innovative patent-pending business solutions combining Peer-to-Peer Disaggregator™ (P2PD) technology and a Digital Internet Distribution Solution™ (DIDS). The P2PD technology blocks all illegal file sharing of copyrighted materials (music, videos, e-books and games) associated with the use of contaminated peer-to-peer (P2P) networks. P2PD creates a secure environment for the legal purchase and downloading of protected media on behalf of copyright holders by using the DIDS technology.

SafeMedia provides integrated network devices to drop contaminated P2P traffic at the subnet level. P2PD technology can also be embedded in DSL and Cable modems to eliminate contaminated P2P traffic on residential and business connections. Those same technologies combined with DIDS create a secure environment for the efficient distribution of legally purchased media to end users.

SafeMedia's products protect users from the dangers associated with contaminated P2P networks which include Identity theft, viruses, malware and spyware.

SafeMedia's technology does not invade user privacy; prohibits all contaminated P2P traffic, and allows non-contaminated P2P networks and other Internet transmissions to pass freely.

Value Proposition

Internet Service Providers (Telecom and Cable)

ISPs face poor quality of service and rising costs for the bandwidth they supply to broadband customers. The nature and design of P2P traffic is to "Free Ride" on ISP networks and expand to fill all the available bandwidth. According to the NCTA 69% of all upload traffic is contaminated P2P. This traffic creates no revenue and dramatically increases bandwidth costs for ISPs. The SafeDSL

and SafeCABLE Solutions integrate P2PD into cable and DSL modems and eliminate contaminated P2P traffic which results in better quality of service, increased bandwidth available for other customers and applications and a safe environment for the sale of digital copyright media.

Educational Institutions

Educational institutions are significantly impacted by illegal file sharing over contaminated P2P networks from a financial and legal perspective. Lawsuits by the entertainment industry require significant resources to answer and leave students vulnerable to expensive judgments.

Bandwidth costs are increasing because a majority of all traffic on school networks is from contaminated P2P file sharing.

The use of contaminated P2P networks exposes students and schools to security breaches, identity theft, malware, viruses, and spyware.

SafeMedia's Clouseau™ eliminates all of these problems by dropping contaminated P2P traffic on education networks.

Businesses

Businesses suffer from the use of contaminated P2P networks in much the same way that universities do. Primarily the impact is with respect to wasted bandwidth and increased IT expenses, employee identity theft, reduction of worker productivity, and greater risk of corporate security breaches.

SafeMedia's Clouseau eliminates all of these problems by dropping contaminated P2P traffic on business networks.

Government

Local, state, and federal governments are not immune to the impact of contaminated P2P networks. They face the same issues as businesses and government employees can inadvertently disclose classified national security information.

SafeMedia's Clouseau eliminates all of these problems

by dropping contaminated P2P traffic on government networks.

Digital Media Companies

SafeMedia protects digital copyright industries from the theft of their products via contaminated P2P networks. We restore and preserve the value of digital copyrighted materials, and transform the Internet into a safe and viable mass distribution channel for digital copyrighted materials.

Our Products

SafeMedia's P2PD solution is portable and is integrated with many types of network device.

We currently offer the following integrations and products based upon our P2PD and DIDS technology:

SafeDSL™ – Integration of P2PD technology with DSL modems to prevent contaminated P2P file sharing among DSL customers. ISPs use P2PD integrated modems to reduce bandwidth, prevent illegal file sharing and protect individual users.

SafeCABLE™ – Integration of P2PD technology with cable modems to prevent contaminated P2P file sharing among cable customers. ISPs use P2PD integrated modems to reduce bandwidth, prevent illegal file sharing and protect individual users.

SafeNET™ – Integration of P2PD technology into network devices supporting T1 and higher network capacities, manufactured by companies such as Cisco, D-Link, Foundry Networks, Q com Technology Inc., Fujian Star-net Communication Ltd, and Aztech Systems Ltd.

Clouseau™ – Clouseau is a network appliance implemented in any subnet to block illegal file sharing in businesses, government agencies and educational institutions. Clouseau's capacity is scalable from 10 MB to 10 GB.

Safejoy™ is a "Digital Internet Distribution System" (DIDS) designed with patent pending technology for the sale and distribution of copyrighted digital material. The combination of Safejoy's patented delivery process and P2PD creates a secure environment for the distribution, marketing,



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