

# **ADOBE®** DIGITAL EXPERIENCE PROTECTION TECHNOLOGY

The content protection service  
specifically designed for  
Adobe Digital Editions

powered by **OverDrive®**



# Overview

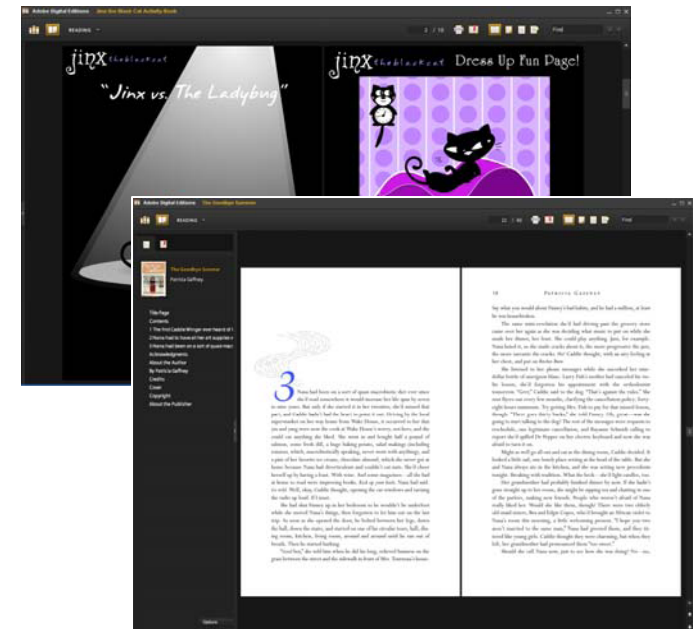
- Background on digital publishing and Adobe® Digital Editions
- What is ADEPT?
- Why do I need ADEPT?
- Features & benefits of ADEPT
- ADEPT workflow: Manage > Protect > Fulfill
- Deliver DRM-protected content for Adobe Digital Editions
  - How to order ADEPT

# Digital Publishing Has Reached a Tipping Point

- Demand increasing
  - Significant growth in eBook adoption in library, education, professional markets
  - Consumers expect all forms of content will be available digitally, on-demand
- Supply increasing
  - Publishers increasingly committed to making their content available digitally
- Digital distribution alternatives multiplying
  - Laptops with improved ergonomics now outselling desktop PCs
  - Cell phones & other portable devices are becoming more suitable for reading
  - Web content, RSS, and community-based social-networks enable new business models

# Introducing Adobe® Digital Editions

- New software for reading & managing digital publications
  - Free, lightweight (less than 3MB)
  - Supports PDF and epub content with embedded Flash for interactivity
  - Export ADE-ready content directly from Adobe InDesign CreativeSuite3
  - Available for PC & Mac operating systems
  - Download at [www.adobe.com/products/digitaleditions/](http://www.adobe.com/products/digitaleditions/)
- Enhanced reading experience
  - epub titles offer the convenience of re-flowable & re-sizeable text for mobile devices
- Quick, automatic install
  - Opening eBook installs and launches ADE even if not previously downloaded
  - First install takes less than 1 minute, updates are automatic as new versions are released
- 150,000 commercially published titles currently available



# Industry Leaders Endorse Adobe Digital Editions

Hachette Book Group USA



RANDOM HOUSE, INC.

O'REILLY®

*OverDrive*®



PEARSON  
Education

<idpf>

eBooks.com  
the digital bookstore



INGRAM DIGITAL GROUP

GiantSteps  
Media Technology Strategies

powered by *OverDrive*®



## Supporting Content Owner Protection Requirements

- Content owners and distributors who have a stake in Adobe Digital Editions...
  - commercial publishers
  - retailers
  - libraries
  - distributors

... want to protect their content from unauthorized use
- Compatibility with widely proliferated Adobe client software

# What is ADEPT™?

- ADEPT is Adobe® Digital Experience Protection Technology
  - A hosted application service (ASP)
  - Designed to allow content owners and distributors to manage, protect, store and fulfill their premium digital eBooks and other digital publications for use with Adobe Digital Editions
- Supports content in PDF & .epub formats
  - ADEPT designed specifically to protect epub re-flowable & re-sizable text for mobile and other reading devices
- ADEPT can be used to protect a few key publications, or an entire repository of premium content

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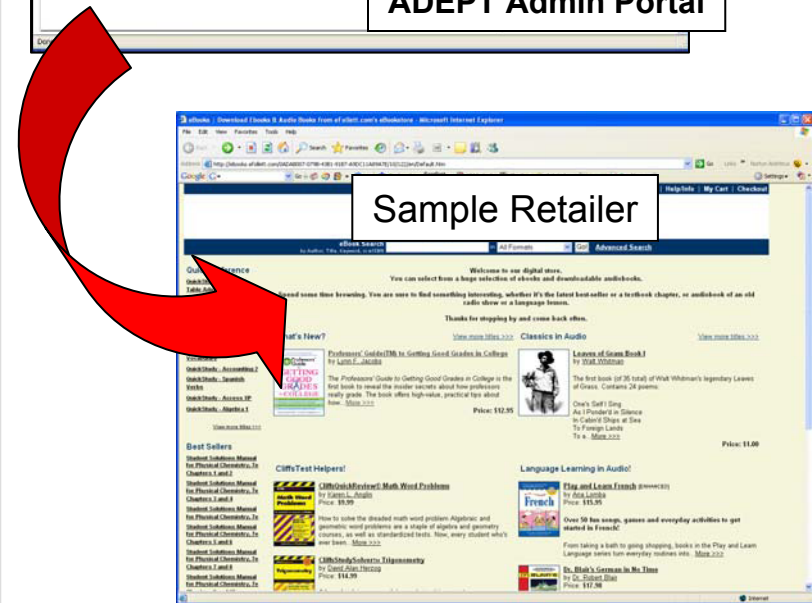
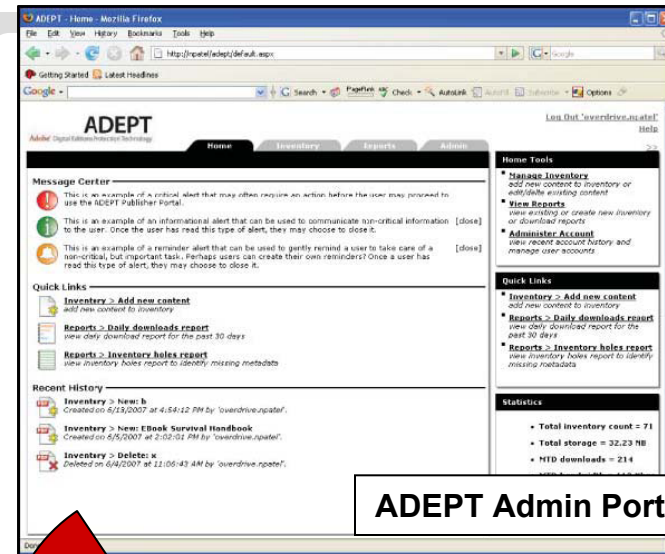
# Why do I need ADEPT?

- **The only content protection service for both PDF and the re-flowable/ re-sizable epub format**
- Everything you need to protect your valuable digital assets & deliver them to Adobe Digital Editions
  - Deliver your protected content in **both** formats readers enjoy in Adobe Digital Editions
- Apply the most up-to-date Adobe DRM
  - Protect your content from unlawful/unintended redistribution using Adobe DRM
  - As an Adobe-approved technology, be assured that ADEPT will deploy the latest in ADOBE DRM technology
  - As the content owner, you need never worry about technical changes to DRM systems. All are updated and maintained directly by ADEPT. No software needed.



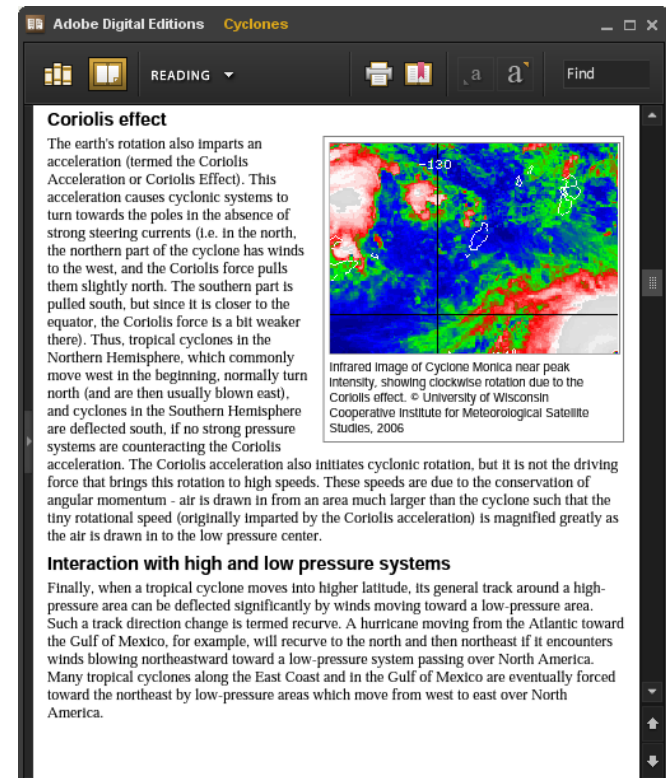
# Features of ADEPT

- ADEPT is end-to-end ASP
  - No hardware or software needed
  - Fully scalable
- Everything you need to deliver protected content to end users
  1. **Manage:**
    - Secure web admin portal
    - Real-time reports
    - World-class hosting facilities
  2. **Protect:**
    - Integration with Adobe Content Server (ACS) DRM
  3. **Fulfill:**
    - ADEPT Link service enables display of secure download links at your public-facing website
    - Supports library/lending, purchase models
  4. Smooth digital content download for end users



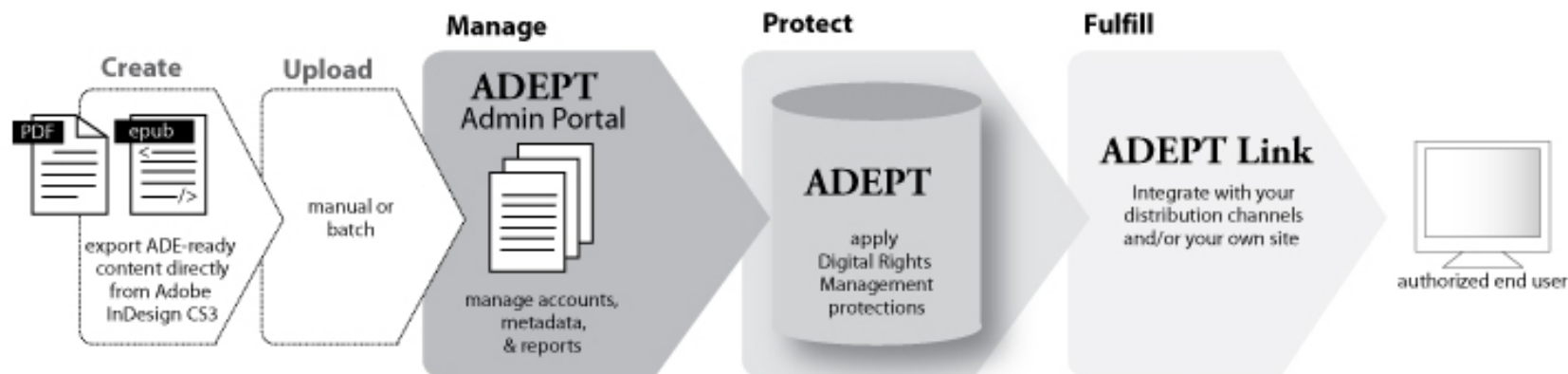
# Benefits of ADEPT

- Deter unauthorized uses of premium content
- Designed for ADE
- Always most current version of Adobe DRM
- Expand or contract as needed
- Supports library/lending and purchase/ecommerce models
- ADEPT provider partners can deliver additional value-added services, such as:
  - Manage other digital formats
  - Develop and host customized websites with lending or ecommerce models



# ADEPT workflow: Manage > Protect > Fulfill

## ADEPT Workflow



## ADEPT workflow: Manage > Protect > Fulfill

### Manage



#### ■ Secure admin portal

- Manage user sub-accounts (create new accounts with limited or full access, delete sub-accounts, manage existing sub-accounts)
- Upload new PDF &/or epub files (also can arrange upload of large quantities via batch)
- Add metadata for new content & edit metadata for existing content
- Upload title thumbnail & cover images
- Delete titles
- Generate, review, & export real-time reports
- Set DRM permissions (see next slide)

## ADEPT workflow: Manage > **Protect** > Fulfill

### Protect



- ADEPT applies DRM protection for premium digital content
- Integrated with Adobe Content Server DRM
- Dynamically controlled, document-level DRM
  - Allow/Disable copying. If desired, specify: copy X selections every Y days
  - Allow/Disable printing. If desired, specify: print X pages every Y days
  - Set file to expire
- Protect files once, not necessary to protect for each transaction
- Generates protected PDF &/or epub

## ADEPT workflow: Manage > Protect > **Fulfill** (cont)

### Fulfill

#### ADEPT™ Link

Integrate with your  
distribution channels  
and/or your own site

- Add secure download links to your website via ADEPT Link
  - Web service used by ADEPT customers at their public-facing website
  - Generates secure download links for trusted end-users (retail customers, library patrons) to download protected content
  - Link retrieves a “voucher” which contains the “key” needed to unlock the secured document
- Supports library/lending and purchase/ecommerce models
- Smooth download experience for end users

# Deliver DRM-protected content for Adobe Digital Editions

For questions and to receive a custom proposal, please contact

Your OverDrive sales representative or:

Phone: 216.573.6886

[adept@overdrive.com](mailto:adept@overdrive.com)

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