

EMA Benefit Denial Summit Threshold Standards and Points of Evaluation

Minimum Threshold Requirements

1. Extremely high level of protection integrity (“it works”) – Database hacking impossible or repaired via renewable security. Physical work-a-rounds must be minimal and time prohibitive.
2. Transparent to consumer – 99.99% accuracy in store level activation; no action to be taken by the consumer.
3. Integrity over life of product (cradle to grave) – content not impacted due to benefit denial technology by environmental factors or supply chain conditions.
4. Seamless / easy at front end; no increase in POS transaction time.
5. Activation confirmed at POS (audible and visible signal; flexibility to deploy register stops).
6. Integration with existing POS systems.
7. No additional space at checkout.
8. Firmware/diagnostics for in-store equipment (readers, etc.) can be done over network.
9. Database maintained at both store and enterprise level.
10. Flexible across packaging types.
11. No increase in package dimensions.
12. Maintain direct business relationship between retailers and content providers.
13. Ability to deactivate and reactivate.
14. No interference with other technologies deployed on-disc.
15. No impact on other business models.
16. Meets safety standards (ie choking-resistant).
17. Expandable outside United States.
18. Must receive 1st party publisher approval.
19. Works for DVD, Blu-ray, and all video game optical disc formats.
20. Assembly vendors need automatable solution with ability to active/deactivate.
21. Technology and/or its components can be licensed (following a period of time).

High Priority

1. Can’t detract from packaging.
2. Applicable to other product lines.
3. Works for additional business models.
4. Minimizes dual inventory requirements.
5. Fits w/ current retailers’ practices/policies.

Valuable Additions

1. Merchant identifier.
2. Unique ID.
3. Visual cue to activation on package.
4. Audible notification at store exit if not deactivated.