

Microsoft Silverlight Enhanced Movies

High definition and all the extras with none of the discs

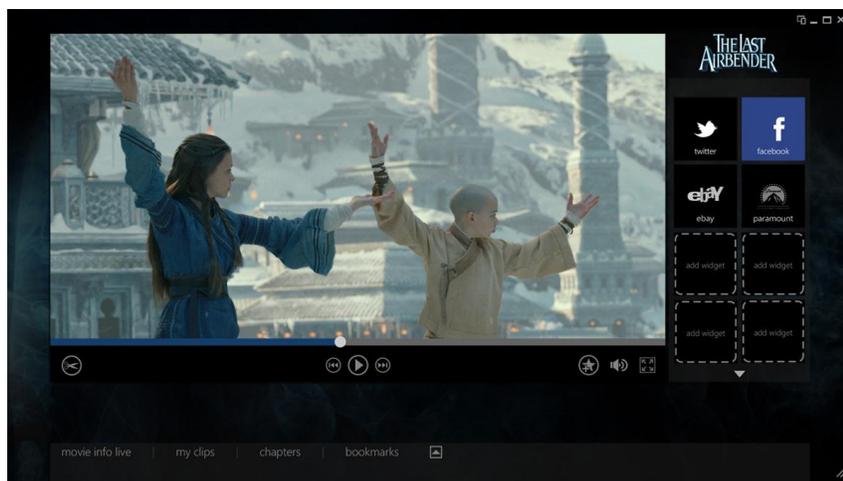
Broadband Internet connectivity has expanded the opportunities for movie fans to consume films. Increasingly, they can stream the bits. In a real-time world, that's easier than driving to an ever-dwindling number of retail rental outlets and more gratifying than waiting for a disc to arrive in the mail.

But most movies offered over the Internet have—until now—delivered a suboptimal consumer experience. Compared to Blu-ray discs, such movies usually deliver lower video resolutions and lack special features such as outtakes, interviews, making-of-the-movie shorts, multi-language and subtitle support. Consumers get the movie, but not the experience they've come to associate with discs.

Microsoft® Silverlight™ enhanced movies changes all that.

Overview

Microsoft Silverlight provides a framework for the delivery of rich interactive movie experiences—experiences that go far beyond any streaming experience today. The “enhanced movies” feature set enables studios and distribution houses to package content—complete movies, in high definition, with special features, multiple languages, interactive games, social media, advertising and more—as complete, downloadable, rights-protected applications. These applications can run on a wide range of devices—from desktop and home theater computing systems, to mobile phones, set-top boxes, gaming consoles, and more. Silverlight enhanced movies can even be purchased with Facebook credits, enabling content owners to offer a full streaming service, with the functionality of the original disc, through a Facebook page.



Silverlight enhanced movies enable new levels of interactivity and exploration, merging rich web experiences with the movies themselves.



Top Five Reasons to Choose Microsoft Silverlight Enhanced Movies

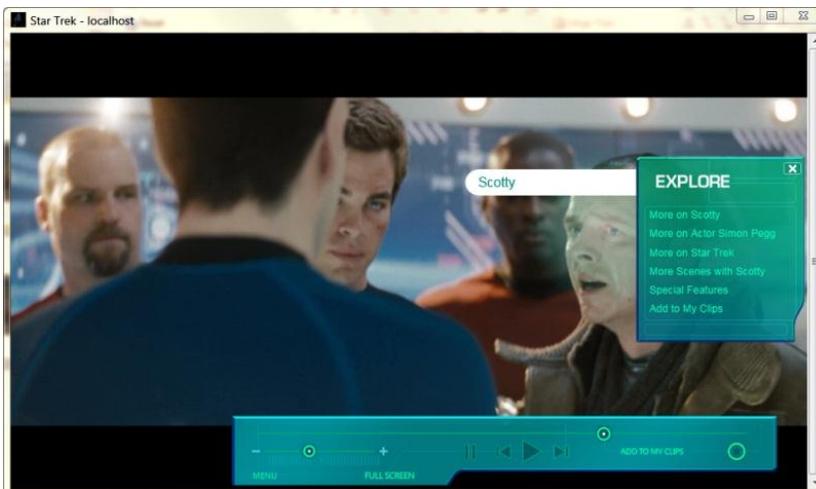
1. **Best consumer experience.** Silverlight enhanced movies deliver high definition movies with all the extras content owners want to include, all in a form that consumers can access on demand.
2. **Lower costs.** Silverlight enhanced movies eliminate the need for physical discs, the need for separate production efforts for different languages and regions. Content owners need an online store and bandwidth, eliminating traditional transportation and warehousing costs.
3. **New Opportunities to Engage.** Silverlight enhanced movies are web-accessible, with APIs that enable new forms of interaction with consumers and new opportunities to learn what consumers like and want.
4. **Well Managed Flexibility.** Silverlight enhanced movies are UltraViolet compatible, ensuring playback flexibility in a rights-managed environment.
5. **Ease of Development.** Creating Silverlight enhanced movies is easy and the process well-documented, as is the process of using the Silverlight development toolkit to extend and enhance the consumer's experience.

Benefits to Content Owners

From a content owner's perspective, Silverlight enhanced movies make it possible to deliver all the features and benefits of today's highest fidelity disc technology without any of the usual related headaches. The cost and resource requirements associated with producing physical discs and transcoding them for multiple playback regions go away. The cost of transporting and warehousing discs goes away. Time to market becomes something over which you have much greater control.

Creating Silverlight enhanced movie applications for consumers is much simpler than creating a complete Blu-ray disc. Microsoft provides a movie developer kit to members of the Silverlight movie developers group. The free kit includes a reference player and source code, basic player templates, reference code, and documentation. Microsoft is also releasing a developer kit optimized for the presentation of Silverlight enhanced movies on Microsoft Windows® Phone 7. Other companies in the Silverlight ecosystem are building additional tools and templates that extend the movie developer kit even further.

By using these tools and templates, content owners can package complete Silverlight enhanced movie applications quickly and cost-effectively. At the release date of their choosing, content owners can make the applications available through their own websites, through social media pages, or through authorized online retailers. Content owners can even sell Silverlight enhanced movies through traditional brick and mortar outlets. Instead of purchasing physical discs, consumers can purchase digital keys that enable them to download and unlock Silverlight enhanced movies that will then play on the devices of their choosing. Silverlight enhanced movies can automatically update themselves, too, which enables studios to add extra content over time and keep trailers fresh and relevant, even targeted to an individual consumer's viewing preferences.



Silverlight enhanced movies enable levels of flexibility that physical discs cannot replicate without great expense.

Silverlight enhanced movie technology also makes it easy to package movie content for both movie rental and movie purchasing customers. Movies sold for rental viewing can include an upsell prompt that enables consumers to buy the movie for unlimited viewing and to access bonus features. The ability to use a single asset for dual purposes ensures effective license management without additional development or delivery costs to the content owner.

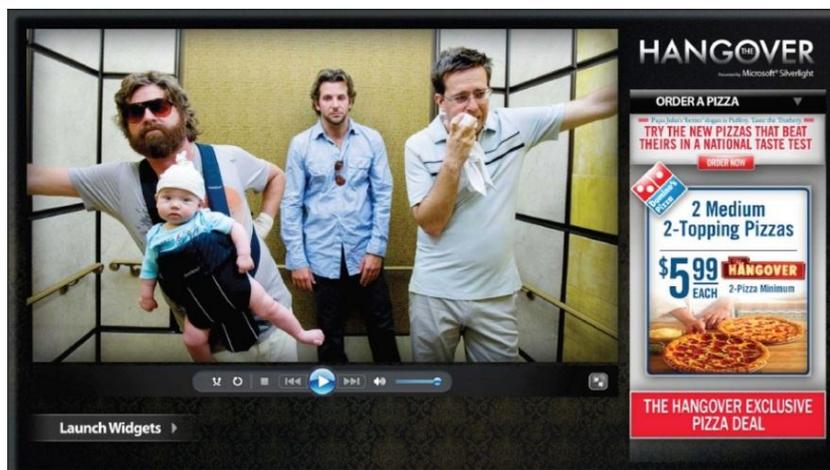
Benefits to Movie Buffs

From a consumer's perspective, Silverlight enhanced movies deliver still other benefits: Movies can be acquired on demand, whenever the consumer wants them. Consumers can download applications to their mobile phones directly from a studio's online store—they might also download movies to their computers from an online retailer. In every instance, the Silverlight enhanced movie application contains *all* the features they might want—not a partial presentation of the features they want.

Moreover, because Silverlight enhanced movies are UltraViolet compatible, consumers can enjoy their library of Silverlight enhanced movies on as many as 12 different devices. The movie they started watching on a TV in their living room they can continue to watch on a laptop or a mobile phone in the car later on—without having to worry about whether a compatible DVD player is available when and where they decide to continue watching the movie.

Features that Go Beyond Streaming as We Know It

Microsoft Silverlight enhanced movies opens up new worlds of interactive opportunities. Content owners and their authorized agencies can use web APIs (application programming interfaces) to engage with consumers in exciting new ways. A pizza parlor, for example, might run an ad within a Silverlight enhanced movie that offers a special discount on pizzas. Because Silverlight enhanced movies can interact with the web, the movie viewer can interact with the local pizza parlor right through the ad and soon be enjoying a pizza while watching the movie. On another night or in another movie a different ad, or no ad at all, might appear.



Silverlight enhanced movies can merge movies with rich web experiences.

The interactivity of Silverlight enhanced movies makes it possible for content owners to learn what features and movies are popular with individual consumers. The Silverlight Analytic Toolkit enables content providers to gain new insights into consumer behavior. This insight can help content owners and their affiliates deliver more of what consumers want and begin to cultivate relationships with real customers, not merely with abstracted demographics.

Paramount Pictures has extended the Silverlight movies platform, and consumers of its movies can benefit from the interactivity and flexibility of Silverlight enhanced movies. Consumers can:

- Create custom clips of favorite movie moments to be saved for later or shared on social networks.
- Use the *Movie Info* feature to identify actors, objects, music and places in the movie—from right within the movie itself.
- Play interactive games, such as pop-up movie trivia games.
- Order products and services directly from the screen.
- Take advantage of special offers available only to Silverlight enhanced movie viewers.

And more. The dynamic nature of the Silverlight enhanced movie experience means whole new ways to interact with and learn from consumers. Moreover, the Microsoft application developer ecosystem is rapidly creating tools and plug-ins that will help you bring exciting new experiences to market.

Why Silverlight Enhanced Movies?

Simply put, Silverlight enhanced movie technology delivers a better, more dynamic experience than either discs or streaming as it has been delivered to date—and that's beneficial to everyone. It creates new opportunities for content owners to engage with consumers. It creates opportunities for consumers to engage with content when, where, and how they want.



Consumers can view Silverlight enhanced movies on a wide range of devices—from mobile phones to set-top boxes and much more.

For more information about delivering Silverlight enhanced movies, contact your Microsoft representative or visit us on the web at: <http://www.microsoft.com/silverlight>.

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