

AudioClipstream™ Features

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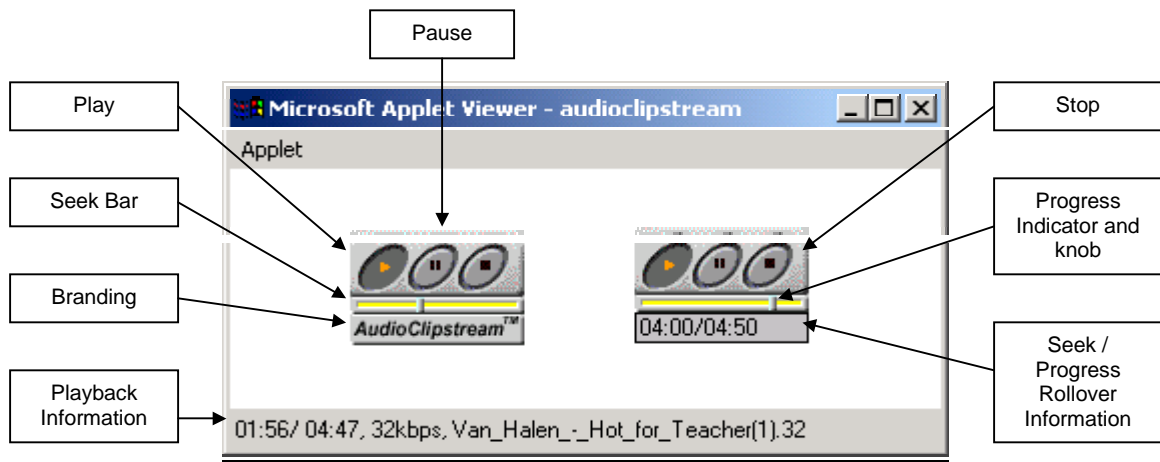
Introduction

AudioClipstream™ 2.06 represents significant improvements over previous versions in the areas of:

- Interface
- Ease of Use
- Interactivity
- Customization
- Security
- Tracking and Marketing
- Improved Quality
- Scheduled Events

The following sections will briefly run through AudioClipstream's features.

AudioClipstream™ Interface / Ease of Use



*AudioClipstream™ 2.0 Player Applet Interface
Two samples shown to demonstrate multiple views and features.*

Interface Details:

Play/Stop/Pause

Standard Play/Stop/Pause buttons are provided in AudioClipstream™ 2.x. As opposed to previous versions, the interface for version 2.x can be changed to suit the look and feel of your web application. In addition, the audio can be started and stopped by simply rolling over the applet.

Seek

This feature allows the end user to almost instantly jump to any point within the current playing stream. While the user is sliding the progress knob to the desired position, or is hovering the mouse over the seek bar, the time is indicated.

Seek / Progress Rollover Information

AudioClipstream™ now provides for enhanced visual representation of the progress of the current stream, beyond the browser status bar indicators in version 1.0. In addition to textual visual clues provided in the viewer window indicating detection and buffering status, there is also a graphical progress bar and progress knob to indicate the relative

current position of buffering and playback. This indicator is also integral to the seek functionality.

Time Display Rollover

Playback time indication is provided by a simple mouse rollover on the progress bar. It is also listed at the bottom of the browser.

Playback Information

Playback information is displayed at the bottom left of the browser. Information such as the current position of playback, the overall length, bit rate used, and file being played are displayed.

Auto Detect Bandwidth

AudioClipstream™ auto selects the end user's bandwidth and delivers the most appropriate bit rate for their connection speed.

Branding

A branding bar at the bottom of the player can be customized with your own brand. In addition, this bar can be a hyperlink, taking the user to any page you choose by clicking on the branding bar.

Hyperlink Cursor Indicator

If a hyperlink is present within the video, when the mouse is rolled over the frame, the cursor will change to the standard pointing hand cursor.

Control Free Playback / Rollover

The ability exists in AudioClipstream™ to enable "control free" playback. In this instance the playback of the audio is instigated by simply rolling over anywhere within the audio player to start and stop the audio. This feature can be used in combination with or without the hyper linking feature. Controls are easily specified through JavaScript methods as well. Of course, auto-play is also available.

Fully Customizable Controls

The graphical appearance of the AudioClipstream™ player controls is fully customizable however the relative geographical layout of the elements is not configurable.

AudioClipstream™ Security

Piracy Protection Package (PPP)

AudioClipstream™ was designed to assist in the prevention of piracy of audio streams. The AudioClipstream™ Security features specifically prevent stolen content (downloaded .20 and .32 files) from being streamed from other servers while also preventing the piracy of streaming content and bandwidth by sites who try to remotely refer to your content and present it from within their own web pages.

IP Stream Locking (Secure ID)

AudioClipstream™ 2 offers the option of locking the encoded stream to a Security ID (SID) created from an IP address, a range of IP addresses, or list of URLs. Once locked to the SID, each .20 and .32 file will only play if the server or web page presenting the content or the applet code is specified in the SID. This will effectively prevent piracy of AudioClipstream™ streams in this fashion:

Although the clip might be able to be downloaded, it will not be playable locally or servable, even if pirate has their own AudioClipstream™ code key.

To utilize IP Stream Locking, you will need to be given a Secure ID by Destiny that is tied to your IP or URL. From this SID, your code key is also created. When you encode your content, there is a place in the encoder to enter your SID, which will tie it to your content. During playback, the following happens:

1. The IP address is compared to the Code Key. If the IP serving the clip does not match the Code Key, the file will not stream.
2. The SIDs of the key and the content are compared. If the Secure IDs encoded in the code key and encoded in the content do not match, the file will not stream, even if the IP is valid for the code key.

Remote Referencing Prevention

When using the codebase statement in the applet code, it is possible for other sites to copy your code and paste it into their web pages, thus streaming your content from their site without even downloading any of your content. In essence, the perpetrator will not only be stealing your content, but also your bandwidth. In these situations, it is possible to protect your content using the SID.

Destiny can also show your IT group how to construct a simple script on your server to prevent the remote referencing of your content from other sites. Clipstream Inc. will provide a sample script as part of the PPP, and basic service charges would apply for a custom solution to be developed for your server by Clipstream, Inc., if necessary.

AudioClipstream™ Tracking and Marketing

Hyperlinks

It is possible now to specify a range of time where clicking on the logo image will open up a new window and display a specific web page. For instance, a narrator could be talking about AudioClipstream™. If the user clicks on the logo image at this point in time, the web page for AudioClipstream™ will open. Further along in the Audio, the user could click on the frame to get information about where to buy AudioClipstream™, if that is being discussed.

Data Passing / Tracking

When a user interacts with the AudioClipstream player, it is possible to send specific data to the server for tracking purposes, such as elapsed time and whether the audio has been started, stopped or paused. In addition, specific URL calls can be made to facilitate tracking mechanisms and trigger CGI scripts. This data passing capability will allow Clipstream to work within the design parameters of most web statistic tracking systems. Data can also be logged to a file.

Sample Log Entry:

```
[Thu Aug 23 12:15:47 2001] myaudio.20 123 stopped kgeorge-  
lap/192.168.165.32 216.183.110.182 Mozilla/4.0 (compatible;  
MSIE 5.0; Win32)
```

Load/Impression Tracking

This upgrade to the AudioTrackingURL parameter allows for the absolute tracking of the number of times the applet has been loaded. In essence, this addition to the parameter will allow the tracking of applet impressions regardless of whether or not the applet has been cached. This should be of particular interest to advertisers.

AudioClipstream™ Interactivity and Customization

Improved Applet Parameters

AudioClipstream™ 2.x not only builds on the parameter set of 1.0, but also drastically improves it, making implementation of a custom Clipstream solution even easier, and more flexible than before.

Time Based Events as Parameters

This new set of two parameters removes the necessity of using JavaScript for detecting and executing time based events. When the event (Load/Stop or time in milliseconds) is reached, the applet will execute a URL in a specific location (Frame, new window, etc.) or can be designed to simply call a tracking URL from a server. This function will allow coordinated slide shows with audio, or any other event which can be instigated with a URL, such as popping up a purchase form or product description at the appropriate time during the audio. This makes timed based events compatible with many email applications that do not support JavaScript. In addition, when used in combination with JavaScript in standard HTML pages, incredible interactivity and user sensitivity can be achieved.

When used in combination with the Seek functionality, the event handler will execute the most recently passed event (in the forward moving timeline) when the seek bar is used.

Interface Design

As mentioned previously, the AudioClipstream™ interface has been designed to allow a great amount of creative control and client branding. Control sets can be designed to match the website by the designer.

JavaScript / Java Methods

AudioClipstream™ has a full set of Java methods that can be called with JavaScript to allow AudioClipstream™ to be controlled by JavaScript and to interact with other web applications and applets.

API

AudioClipstream™ includes an available API to allow the core functionality of AudioClipstream™ to be easily integrated into other OEM applications.