

Media Playback



Consumer trends are demonstrating that content sales are elastic — the wider the availability of premium content, the greater its sales potential. With MOD Systems’ Retail Digital Entertainment Platform, consumers download music, movies, games and more from digital vending kiosks to popular CE devices and flash memory cards.

For Music:

- Consumers download tracks or albums DRM free directly to MP3-compatible players, USB or Secure Digital (SD) flash memory cards. MOD Systems’ high-quality audio tracks may be played in devices such as computers, portable music players, digital media players, entertainment servers, connected media players and more.

For Movies:

- MOD Systems’ GreenPlay comprises a set of technology and standards to insure broad compatibility across digital kiosk and playback devices. The GreenPlay logo assures consumers content they rent or purchase will playback seamlessly.
- In addition to broad PC support, MOD Systems has developed a reference design digital media player which may be custom branded. Consumers insert their flash memory card in any GreenPlay compatible player or device, and experience the same high quality playback they are familiar with from DVDs and other digital formats..
- To simplify adoption of GreenPlay for device manufacturers, MOD Systems has developed a Software Development Kit (SDK) which allows CE and PC OEM companies to build players to embed in other devices, including PCs, digital media players, and more.
- To enable a compelling consumer experience, MOD Systems has developed a USB-SD card converter which handles critical pieces of the DRM and enables instant, high-quality playback on PCs.



Games and Beyond:

- The platform supports dispensing of all digital content, including games, ebooks, mobile applications, and software. As additional content is added, MOD Systems will support retailers by adding appropriate formats for the intended CE devices.

With MOD Systems’ solution, consumers can purchase content in a wide variety of locations and play it in the car, home, airplane, or anywhere in between on CE devices that supports flash memory, including:

- TVs
- Mobile devices
- Computers
- Portable music players
- Digital media players
- Entertainment servers
- Game consoles
- Netbooks
- DVD players



Flash storage devices (USB, SD, MicroSD) are rapidly becoming the clear choice for distribution of digital content where portability across a broad range of devices is essential.

Open Standards

With flash storage, consumers are able to play content on TVs, DVD players, mobile devices, game consoles, CE devices, PCs — essentially any CE device that supports flash memory.

Portable

Content now can move from device to device, increasing usage of a variety of devices.

Convenient, Easy to Use, Low Cost

Consumers are familiar with and rely on high-capacity flash storage devices.

Reusable

Consumers can refill memory cards, eliminating excess packaging.

Approved Native Security

Security included in SD memory cards offers built-in security clearly defined and approved by studios for standard definition content.

Fast Transfer Times

Standard movies load in less than two minutes, compared with 15 minutes from a 25 Gbit Internet connection.

