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Main entrance
Entrée principale

IBM

Palais des Festivals
Cannes, France

MIDEM 2001

**Palais des Festivals
Cannes, France**

January 21-25

**Come see
IBM´s Electronic Media Management System
and mobile e-business solutions**

at booth **R38-01**

Rotonde Riviera
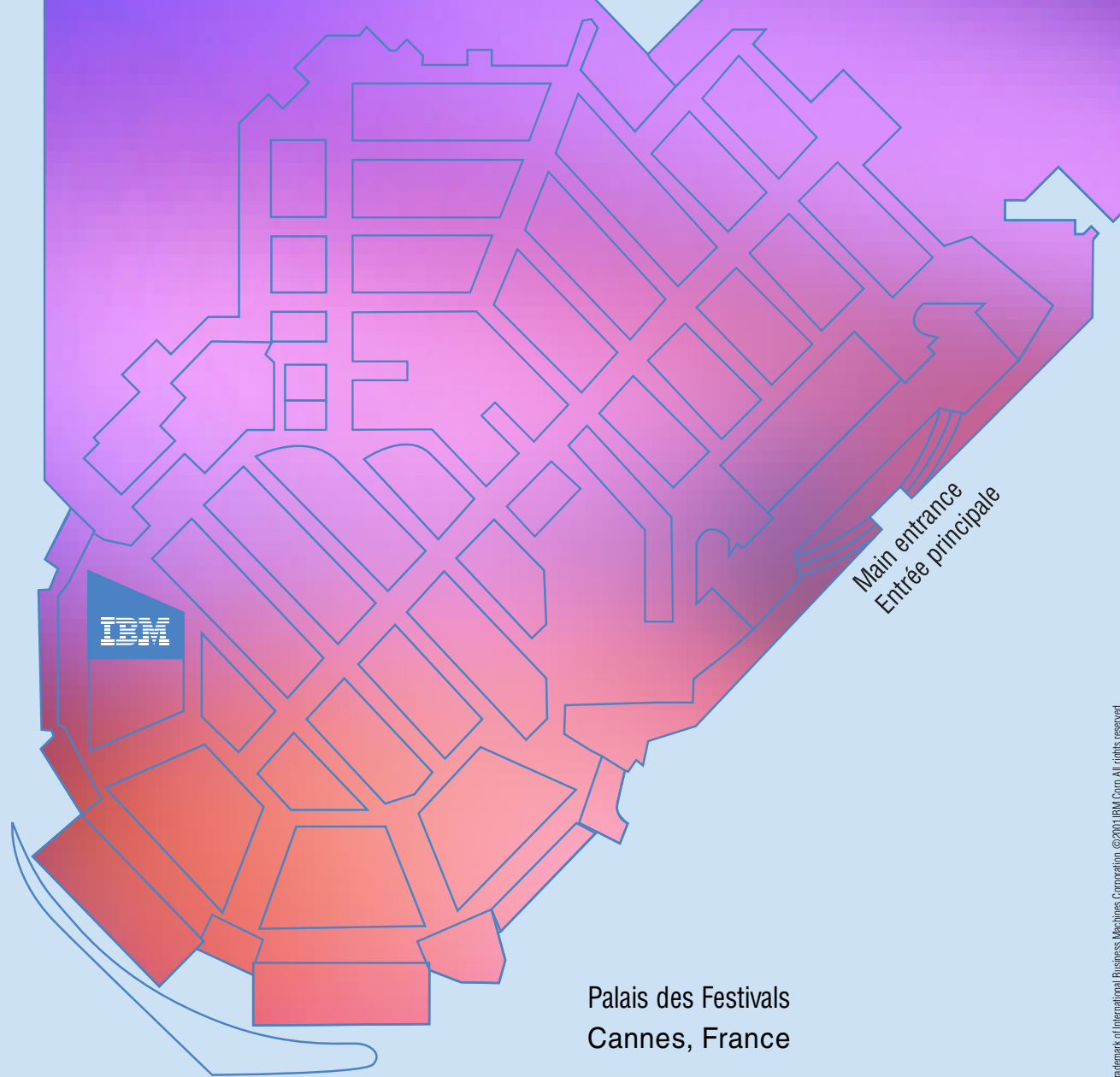
Please join us for MIDEM 2001, the International Music Market, where our demonstrations will focus on new digital music and media distribution for e-commerce over emerging networks, including cable and wireless, to pervasive devices for the delivery of. . .

Any tune, anytime, anywhere, anyhow…

At IBM we are at the forefront of digital media technology and have the ability to help create new value and revenue streams by leveraging your assets into new distribution and marketing channels.

The real winners will be those companies that most effectively focus and embrace the following:

- Internet, broadcast and wireless technologies
- Highly efficient and automated customer acquisition, management and retention strategies
- Exploitation of content in digital formats over multiple network types to multiple end-user devices
- Utilisation of technology to increase productivity, effectively manage operations, increase revenues and reduce expenses

IBM offers solutions, hardware and services that effectively handle the needs of content driven businesses to succeed in the digital world.

For example, IBM's Electronic Media Management System (EMMS), a digital distribution platform, has, at the core of its system, the ability to provide (i) efficient content preparation, (ii) effective content management and distribution ensuring enforcement of usage conditions set by the copyright holder, (iii) tools for next generation marketing, promotion and distribution, and (iv) accurate tracking of transactions and payment.

Come and see demonstrations of our solutions for media distribution and e-commerce at the IBM booth. Learn how we can help your company harness the power of e-business and m-business. We have highlighted some of our demonstrations in this pamphlet.

We look forward to the opportunity of meeting you at MIDEM.

IBM and digital music managament and distribution

With its Electronic Media Management System (EMMS), IBM is providing a comprehensive, proven digital rights management and electronic media delivery system designed to support a broad range of media types.
In the music industry, BMG Music Entertainment, Handleman Company, Jester Digital, Labelgate.com, Liquid Audio Japan, music.co.jp, Music-Match, Real Networks, Reciprocal, Sony Music Entertainment Japan, Sony Consumer Electronics, Sterling Sound and Toshiba are among the companies using this exciting new IBM technology. EMMS was successfully tested in the first broadband music distribution trial conducted with the five major record companies, BMG Entertaiment, EMI Music, Sony Music Entertainment, Universal Music Group and Warner Music Group.

EMMS is composed of five components that interact to provide content owners, e-businesses and consumers with an end-to-end system for enabling e-commerce of digital assets such as music, e-books and other media.

At MIDEM you will be able to experience the variety of demonstrations featuring EMMS, including music and e-books.

IBM and Wireless Delivery of music

The IBM Wireless demonstration will showcase technologies for the preparation, delivery and consumption of music and media downloaded over wireless networks to Portable Devices. EMMS provides the foundation for new business and distribution models utilising IBM's proxy server to deliver content to multi-protocol wireless networks. For example, the EMMS Wireless Solution has been selected by NTT DoCoMo in Japan to distribute digital music on demand over their 'always on' wireless network.

IBM and RadioMan imMEDIAte.

The RadioMan solution produces and broadcasts digital content simultaneously to multiple output channels like FM, AM, Digital Audio Broadcast (DAB), Satellite, Web and future mobile phone systems (3G).
The RadioMan ImMEDIAte software offers full and immediate access to any digital content, anywhere and anytime via a 3G mobile phone.
Based on Nokia's concepts for 3G mobile technology, this demonstration will show how listeners can tune into their favorite radio station, select audio and video digital content on-demand or choose to receive news or other information services.

IBM and Pervasive Technology

IBM's "Pervasive Computing" will display mobile internet solutions through IBM's WebSphere Everyplace Suite (WES), the industry's first integrated middleware solution that enables ubiquitous delivery of content and transactions to a new world of portable and wearable devices.
Visitors will see how mobile e-business ("m-business") can extend existing e-commerce models and increase market share through the use of next generation devices including, smartphones, PDAs and other appliances.

IBM Japan and Japanese camera-maker Olympus have partnered to make a prototype of one of the first wearable PCs. At MIDEM you will be able to view IBM's latest TV commercials and video clips while on the move. With a light weight headset (100 grams) and a mini-monitor, the wearer can "see" a 10 inch monitor projected in front of them. In addition, our demonstration shows you how merchandise, music and media can be purchased via PDA.

IBM and the delivery of Media-on-Demand

IBM's Set-Top-Box Reference Design is a prototype that supports delivery of Media-on-Demand in a home theatre environment through cable and satellite networks. Together with EMMS, media broadcasting and merchandising can be integrated into a seamless "point and click" consumer e-commerce experience. At MIDEM, the viewer will be able to interact via Set-Top-Box with a music video to shop for related merchandise and immediately download content in the background while viewing the on-screen video.

IBM and EMMS e-Publishing Solution

IBM's e-Publishing Solution is a prototype that supports popular publishing formats for electronic distribution of published works, including e-books and print-on-demand. This Solution further facilitates delivery of these publications to multiple readers and devices. As well, this Solution provides security, tracking and clearinghouse functionality to ensure that authors, publishers and other copyright holders receive value and payment for their digitally distributed works.

IBM and digital music distribution in 3D

JesterDigital is implementing IBM's EMMS to digitally deliver music to consumers in a unique three-dimensional interactive web environment for next generation promotion and marketing of media. Through its website Jester.com, the company links the fun of gaming and interactivity with media and e-commerce. This is accomplished by allowing visitors to enter a three-dimensional, multi-user virtual reality world (e.g., 3D fan clubs) and simultaneously purchase and download music and merchandise available on the site

For more information, please contact your local IBM representative or visit:

http://www.ibm.com/solutions/media
http://www.ibm.com/software/emms

http://www.ibm.com/pvc