



**SafeMedia's Digital Internet Distribution System (DIDS) integrated with our Peer-To-Peer Disaggregator technology (P2PD) provides a lock and key digital distribution system that guarantees that the user downloading the copyrighted content can not intentionally or unintentionally re-distribute their copyrighted content on P2P networks.**

SafeMedia's P2PD and DIDS focus on;

- Eliminating Contaminated P2P networks — the file swapping technology of choice,
- Shutting off both the ability to download and uploaded copyrighted files on contaminated P2P and Bit Torrent networks,
- Identifying and Discriminating between contaminated and uncontaminated P2P and Bit Torrent networks,
- Not invading user privacy or identifying users

Replacing unlawful file sharing demand with a superior cost effective alternative to safely and securely obtain on-demand copyrighted digital material on the Internet.

## A NEW PARADIGM IN DIGITAL CONTENT DELIVERY SYSTEMS

**SAFE** <sup>JOY</sup>

### The Protective Digital Content Delivery System

The Copyrighted Digital Media Market is facing an unprecedented global crisis created by the emergence of contaminated P2P networks and the wide availability of high-speed Internet bandwidth. Copyrighted Digital media can be illegally copied and instantaneously distributed to millions of users worldwide via contaminated P2P networks.

SafeMedia has developed a unique Digital Content Delivery System consisting of 2 patented technologies that eliminates this global problem:

1. The Peer-to-Peer Disaggregator (P2PD) which disaggregate and render contaminated P2P useless by not allowing users to connect to contaminated P2P networks.
2. The Digital Internet Distribution System (DIDS) which safely and economically delivers copyrighted Audio, Video, eBooks, Games and Software material to users who have P2PD installed on their network.

Safejoy is SafeMedia's "Digital Internet Distribution System" (DIDS) Marketplace designed with patent pending technology and a unique business model as a multilingual, multicultural single Internet destination for global and local marketing, advertising, sale and distribution of copyrighted digital material and related goods and services. A revolutionary pricing structure, available content, and delivery model will make traditional Internet retail delivery sites obsolete.

SafeMedia's DIDS technology allows for the;

- Safe distribution of any type of copyrighted digital content without the risk of mass redistribution associated with illegal File Sharing on P2P networks.
- Media companies that want to utilize the power of the Internet to distribute their products have long resisted because they know a large number of customers will immediately begin "sharing" their licensed downloads with thousands of users on contaminated peer-to-peer (P2P) networks.

In the December 2005 BSA and IDC study on the economic benefits of reducing piracy, the study concluded that a 10 percent point reduction over four years would amount to more than 2.4 million new jobs and almost \$70 billion in tax revenues to worldwide local governments.

The \$6.1 billion dollar loss endured in 2005 by the U.S. movie industry equals a loss of \$20 billion in GDP, 141,000 jobs, and \$835 million in tax revenue. (Source: Letter from the Congress to university presidents).

Nearly 20 billion songs were downloaded unlawfully in 2005. In contrast, worldwide record industry digital music revenues totaled only \$1.1 billion that same year (The Recording Industry 2006 Piracy Report, IFPI).

The worldwide motion picture industry lost \$7.1 billion to Internet piracy in 2005 (The Cost of Cost of Movie Piracy, An Analysis Prepared by LEK).

#### SafeJOY provides:

- World-Wide Library of Digital Material restricted to P2PD users only.
- A paradigm shifting Content and Pricing Model that is restricted to P2PD users only.
- Installed P2PD technology makes it impossible for digital content purchased on SafeJOY to be mass redistributed or accessed by contaminated P2P networks users.
- The unprecedented breadth of content will create a massive one-stop shopping experience for the marketing and distribution of global copyrighted material.
- The secure Internet environment created by the integration of P2PD and Safejoy (DIDS) will lead to a geometric expansion of the available digital material on SafeJOY. Content will fall into five master categories: Sound Recordings, Motion Pictures, TV and Videos, Software, Games, E-books

#### Only SafeMedia's DIDS and P2PD technologies can protect the interests of every party impacted by contaminated P2P networks.

- Content Owners and Media Companies will have a safe and secure internet environment for the marketing, sale and distribution of copyrighted material
- Government, Universities, Businesses, and end users no longer need to be concerned about the dangers of P2P that include identity theft, malware, and viruses.

- ISP will have a long term scaleable solution that will protect their users from identity theft, eliminate excess bandwidth consumption and will allow them to participate in the distribution of content and new services and solutions not available to them in an unprotected internet environment
- Purchasers of Digital copyrighted material who are protected by P2PD will experience an advantage in the selection, availability and pricing of digital copyrighted material.

**For More Information please call SafeMedia and ask for SafeJOY's Global Business Plan**

#### About Us

SafeMedia, a Florida corporation, was founded by Mr. Safwat Fahmy in October 2003. The SafeMedia Corporation mission is to provide an effective, cost efficient and easily implemented preventive solution to the unresolved issues of national security breaches, identity theft and the massive theft of copyrighted digital materials associated with the use of contaminated peer-to-peer networks.



SafeMedia Corporation  
6531 Park of Commerce Blvd, Suite 180  
Boca Raton, FL 33487  
P: 561.989.1934  
F: 561.989.1937  
www.safemediacorp.com

