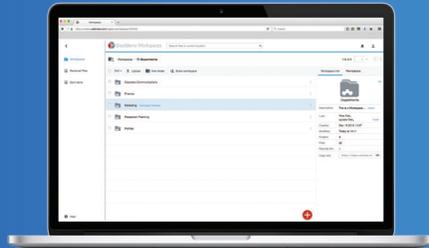


Solutions for Media & Entertainment



The Challenge



In media and entertainment, timing is everything. Presenting the right information at the right time is often the key to success. Protecting creative assets, such as scripts and production plans, is just as important as sharing and collaborating on them — because leaks can have severe implications. The industry is in dire need for a better way to share information.

The Solution

BlackBerry® Workspaces makes enterprises more mobile and collaborative, while reducing the risk, complexity and cost of sharing information across and beyond your organization. Available as a cloud, on-premises, or hybrid service, Workspaces' unique document-centric security architecture allows controls and tracking to be embedded in enterprise files. With Workspaces, you stay in control of all synced and shared files wherever they go, on any device, online and offline — even after they're downloaded from the system.

Best-in-Class Data Security

With full end-to-end document protection and tracking, Workspaces uses the industry's highest level of security while maintaining ease of use. Files are always encrypted via AES-256 where available, with FIPS 140-2 certification in transit, at rest and in use. With Workspaces, your files remain controlled even after they have been accessed on mobile devices or shared with external parties.

Integrated Mobile Collaboration

In addition to its desktop sync tools, Workspaces provides a powerful suite of mobile collaboration tools that allow you to manage, view, create, search, edit and annotate Office, PDF and image files — all within a single, secure application. Third-party applications are entirely optional. Only Workspaces can encrypt and enforce DRM protections on mobile devices when users are viewing, editing and annotating synced documents.

Easy-to-Use DRM Controls

Workspaces empowers users with easy-to-use digital rights management (DRM) controls, so they can always be in control of their content, even after external collaborators have downloaded it. With Workspaces, all stakeholders can:

- Set permissions to access, download, view, edit, copy, print, and forward
- Enable screen capture protection
- Enable dynamic and customizable watermarks
- Track, revoke, wipe or expire file access at any time — even after the document has been downloaded or shared

Industry Information Sharing

- Protection of creative assets: Scripts, casting lists, production stills and plans
- Management of business assets: contracts, financial information
- Pre-production video
- Marketing creative
- Pre-publication content

“Being able to exchange such documents [scripts] without the risk of leaking them is vital. Workspaces offers strong protection, while delivering an easy-to-use solution.”

Oren Peli, Writer / Producer / Director of the “Paranormal Activity” series

Secure Mobile Productivity

“Users feel empowered with the ability to send highly secure documents with less concern and stress of data leakage.”

IT Systems Analyst, Media & Entertainment

Script and Document Protection

Movie studios have been known to be so concerned about script leakage that they have flown couriers carrying printed scripts from Los Angeles to London, just so actors can read them. No expense is spared to prevent the risk of stolen creative assets in a market where content is a driving differentiator. BlackBerry Workspaces can provide a secure solution for sharing documents such as scripts, casting lists, production plans and other potentially sensitive information.

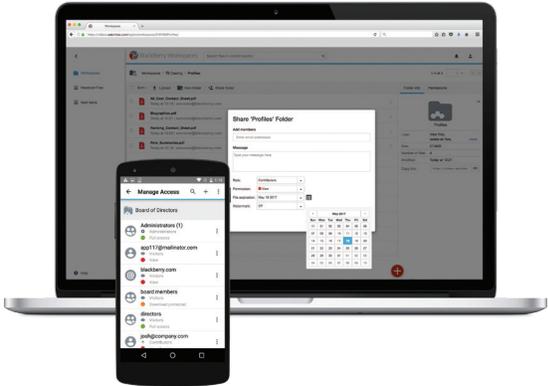
With Workspaces, a movie producer can easily send a watermarked script to an actor with a configurable expiration deadline and read-only access. The actor can choose to access the file on their mobile device in an airport or on their desktop at home. If the producer opts to cast a different candidate, they can easily dynamically revoke access or simply let access privileges expire, all with the assurance that the actor who lost out on the part will not be able to leak the script on the internet or to a competing production company.

Contract Negotiations

In the dynamic world of media and entertainment, business relationships can change in an instant. Partners today could be rivals tomorrow. As a result, many industry relationships are dictated by contracts and legal agreements on a short-term or project-based level. Workspaces can help maximize business benefits by ensuring the integrity of shared information and keeping everything under close watch, with persistent tracking and control. So when partnerships are severed or projects are dissolved, an administrator can immediately revoke access to all shared, sent or synced documents – even if the files were forwarded to a personal email address or saved to local drives.

Mobile Collaboration

From movie executives and financiers to producers and talent, it takes a team to tell compelling stories. Content and collaborators can come from anywhere and span the globe. BlackBerry Workspaces provides a suite of integrated collaboration tools that allow you to manage, view, create, search, edit and annotate Office, PDF and image files using your mobile device – or do it all using the native apps on your desktop. So even while the executive producer is on a yacht in the Mediterranean she can review and annotate pre-production stills of a film being shot on location in Vancouver using her iPhone, and check back later on her laptop.



About Workspaces



BlackBerry Workspaces makes your content secure wherever it travels. With Workspaces, all stakeholders can safely access, share and collaborate on even the most sensitive files, using any device — desktop (Windows, Mac) or mobile (iOS, Android, BlackBerry). By combining a user experience that’s

as easy and intuitive as any consumer solution with a unique data-centric architecture (which embeds protection right in your files), BlackBerry Workspaces is designed to meet the needs of your organization, IT team, and users. To learn more, visit www.blackberry.com/workspaces.