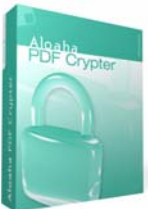


Aloaha PDF Crypter

Digital Rights Management
for PDF Documents

Presentation Outline

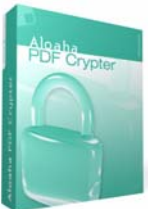
- Introduction
- Disadvantages of un-encrypted documents
- Current document protection
- Certificate based encryption
- How it works
- Top Features
- Easy handling
- Usage
- Testimonial
- Corporate Overview



Introduction

Standard PDF Encryption with owner and user passwords used to be the only form of PDF protection. Unfortunately passwords do not stop somebody of passing the PDF document (incl. Password) on to somebody else.

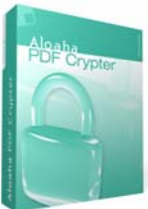
Even worse is the fact that PDF passwords can be removed very easy. The “owner password” for example can be removed in a matter of seconds without even knowing the passwords.



Disadvantages of un-encrypted documents

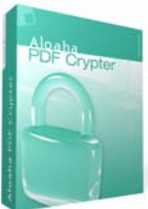
Business documents can be very valuable

- Documents might be confidential and business sensitive.
- Document could be sold as eBooks.



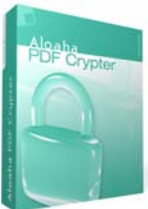
Current document protection

- It is not possible to stop someone of passing a document to a third person.
- Employees cannot be stopped of taking or mailing confidential documents home.
- The possibility of an eBook being placed on a warez site is very high.

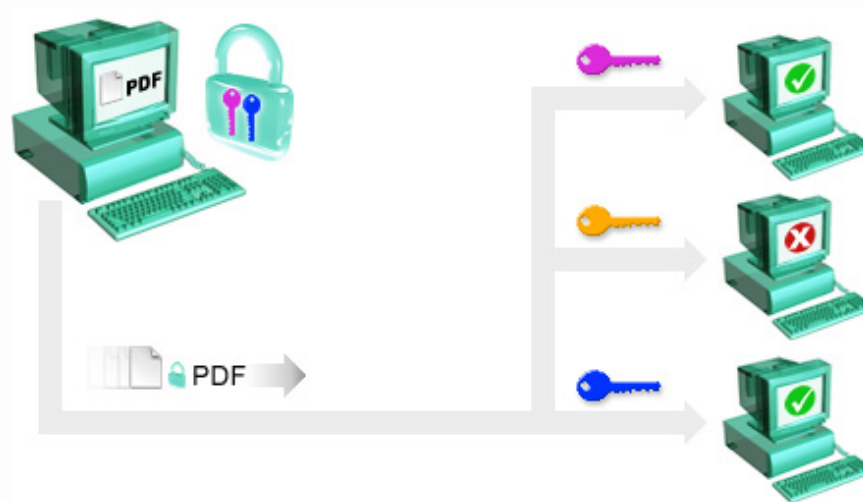


Certificate based encryption

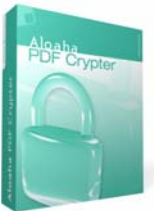
- The document is encrypted with the public key of the recipient.
- Only the owner of the private key can de-encrypt the document.
- If the private key exists only on the smart card it cannot be passed on to someone else.
- Popular and free Adobe Reader can display such an encrypted document fully automatic.



How it works

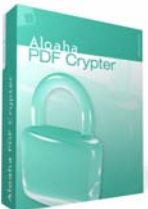


The Aloaha PDF Crypter encrypts any document with a list of public keys stored in the users address book or certificate store. These encrypted files can only be decrypted if the recipient has at least one valid private key of the recipient list installed in his windows certificate store.



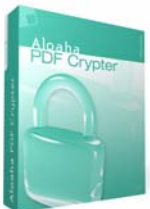
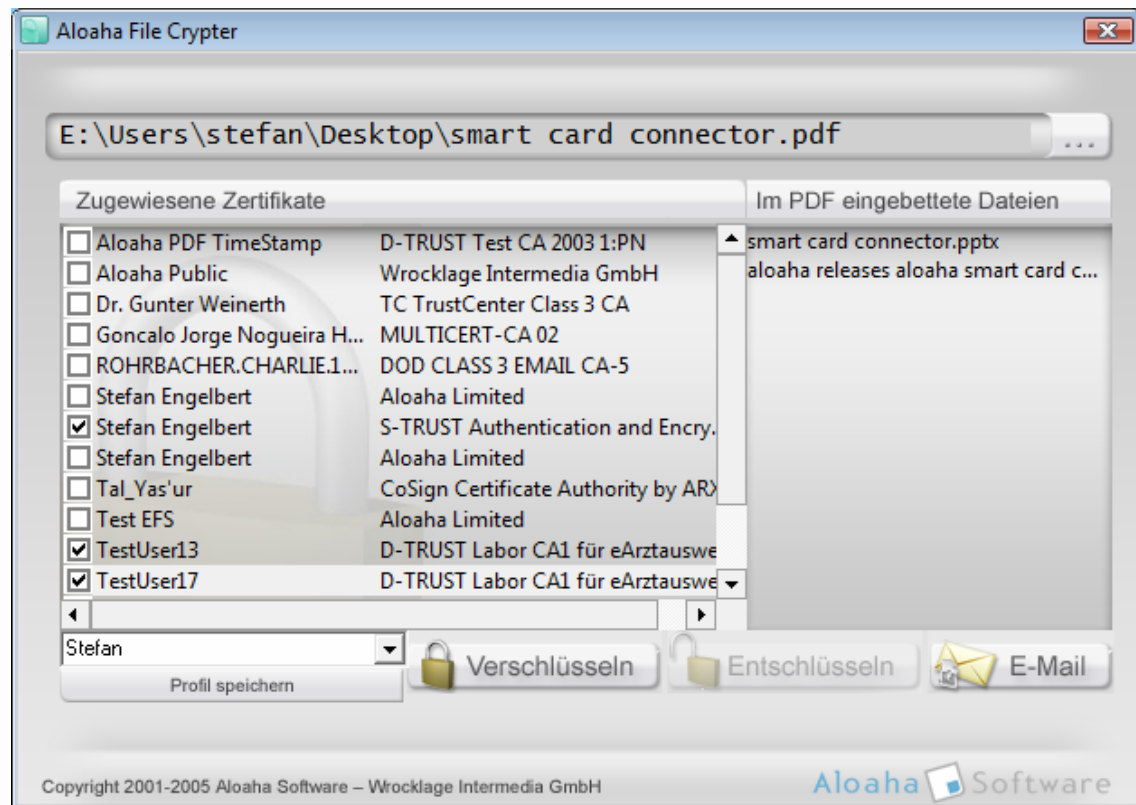
Top Features

- PDF Encryption PDF 1.5 compatible (Reader 6 and higher).
- Certificate based Encryption (X.509).
- Multiple certificates supported.
- Only owner of private key can open document.
- No Passwords needed.
- Multiple owners possible.
- A list of certificates/authorized people can be defined to be allowed to open encrypted PDF.
- OCX Component included.
- Can replace old traditional “security”. Traditional password based security is extremely insecure!
- S/MIME Mailer included.
- Drag&Drop supported.
- PDF Attachments.



Easy handling

1. Choose recipients
2. Drag&Drop PDF
3. Add attachments
4. Encrypt



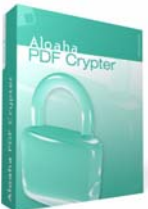
Usage

Protection of confidential documents

- Only the intended business partner can open the document.
- Documents can be only opened on workstations with the right certificate installed. Useless to “leak out” the document.
- Document database/archive should hold only encrypted document to deny system administrator access

Protection of valuable documents

- Currently valuable documents such as eBooks cannot
- be sold online since there is no reliable protection. First time customers could be asked to upload their public key or they could be supplied with a cheap
- smart card.



Testimonial

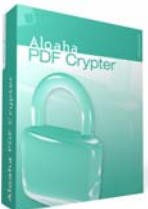
Remarkable! ... This software fills an enormous need in the publishing community.

The potential for this software is great, since it might solve the enormous problem: how to encrypt electronic books. Currently, software for that encryption is not convenient for the end-user, and also far too expensive for the small-press publisher. This has been a frustrating problem for eBook publishers, who are forced between 2 difficult alternatives: either join in with "Lightning Source" via Amazon.com – and pay dearly for that benefit; OR, distribute the eBooks without satisfactory encryption. ... Until I read your web page, I did not know that Aloaha PDF Editor could easily remove passwords of traditional 40/128 Bit encrypted and "protected" eBooks.

Michael Pastore, Editorial Director

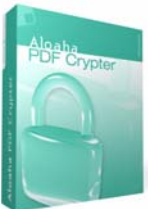
[Zorba Press](#)

Ithaca, New York



Corporate Overview

- Wrocklage GmbH founded in 1991.
- Wrocklage Intermedia GmbH founded in 1998.
(www.wrocklage.de)
- Aloaha Software founded in 2003.
(www.aloaha.com)
- Offices in Germany and Malta.
- A channel focused company with partners throughout the world.



Aloaha Software is worldwide used:

by siav, ILOXX AG, LBS Nord AG, ABN Amro, OB 10, ECS, PriceWaterhouseCoopers, Ingram Micro, Pitney Bowes, LG Electronics, German Federal Chamber of Physicians, Chamber of Physicians North Rhine, Captaris, Northwest Lotto und Toto, WesternUnion, Woodforest National Bank, Accenture, various local councils, Banks, integrated in software for lawyers, health professionals, document management systems, call center applications ...

