

SOFTWARE RIGHTS MANAGEMENT

+ HASP SL Protection Key & Product Activation

Aladdin HASP SRM® enables software publishers to grow their business through software protection, IP protection and secure licensing. Through its role-based tools and by combining hardware- and software-based protection into one solution, HASP SRM empowers business decision-makers with the flexibility to choose the level of protection and licensing that best fits their budget and business needs. HASP SRM hardware-based protection employs the HASP HL™ family of keys which offer the highest level of protection available. HASP SRM software-based protection employs HASP SL™, a Product Activation-based solution.

The ideal solution for strong software-based copy protection, IP protection, secure licensing & internet-based software product activation.

Secure HASP SL Key for Software Protection, Licensing, Secure Electronic Software Distribution & Product Activation

HASP SL

Based upon the HASP HL protection technology, HASP SL provides the strongest software-based security available. HASP SL protects software copyrights and Intellectual Property, and enables a variety of licensing options while also enabling Electronic Software Distribution (ESD) to reduce distribution and operational cost.

Strong Protection Against Software Piracy

- **Strong copy protection guarantees publishers get paid for every software copy in use:** 128-bit AES encryption ensures a robust link between the application and the end-user's PC.
- **Powerful protection against hacker attacks:** A secure communication channel between the HASP SL key and the application offers powerful resistance to middle layer attacks.
- **Provides secure storage:** Store licenses, passwords, strings, and application dependent data in either protected read/write memory or ROM.

- **Secure software activation:** HASP SRM Product Activation is secured with an SSL-based (Secure Socket Layer) communication channel between the end-user machine and the activation server.

Unmatched Intellectual Property Protection

- **Prevent industrial espionage and maintain competitive advantage:** HASP SRM Envelope automatic file wrapper provides anti-reverse engineering, file encryption and code obfuscation to protect valuable algorithms and trade secrets.

Secure & Flexible Licensing

- **HASP SL supports the following licensing models:**
 - Perpetual: Once purchased, the software can be used indefinitely.
 - Feature-Based: Enable or disable product features based on the user's needs and budget.
 - Pay-Per-Use: Use the HASP SL memory counters to charge users for the number of times they use the software or charge for certain features.
 - Network Concurrency: Enable multiple users to concurrently access the application in a network environment.
 - Time-Based: Enable subscription or rental of software for a specific time period.
 - Volume: Enables the software publisher to offer volume pricing and a single product key to activate multiple single user software copies in a network environment.
- **Flexibility to create custom and complex licenses models to best suit business needs using HASP SL:**
 - Counters
 - Secure Memory
 - Unique ID

HASP Product Activation

HASP SRM features Product Activation which allows software publishers to deploy their software over the Web or through traditional physical shipment of shrink-wrapped product.

A Truly Unique & Innovative Product Activation Solution

HASP SRM Product Activation is unique because it is the only solution on the market that gives paying customers the ability to activate and use their software via the Internet with an electronic product key, or with a HASP HL hardware key. This ensures that only legitimate, paying users are allowed to activate the software and offers publishers the ability to track who has activated software and the number of times they can activate it. Product Activation has traditionally enabled software vendors to assign a limited grace period in which the end-user may use the software—fully-functional or restricted—without activating it. HASP SRM Product Activation enables you to set a grace period of up to 90 days. During the grace period, end users can activate the product at a time that is most convenient for them. HASP SRM features another unique innovation in that it is the only solution that enables a grace period for software protected with a hardware key. This means that software protected with a HASP HL key can be purchased and delivered over the Internet. The end user can immediately begin using the software, even as the HASP HL key is shipped.

- **Tamper-proof licenses:** HASP SL secures software licensing to ensure end users comply with license terms.
- **Flexibility to update HASP SL remotely:** A powerful Remote Update System (RUS) sends encrypted and RSA digitally-signed license terms to users — ensuring secure updates of protection keys and licenses in the field.

Proven Quality and Performance

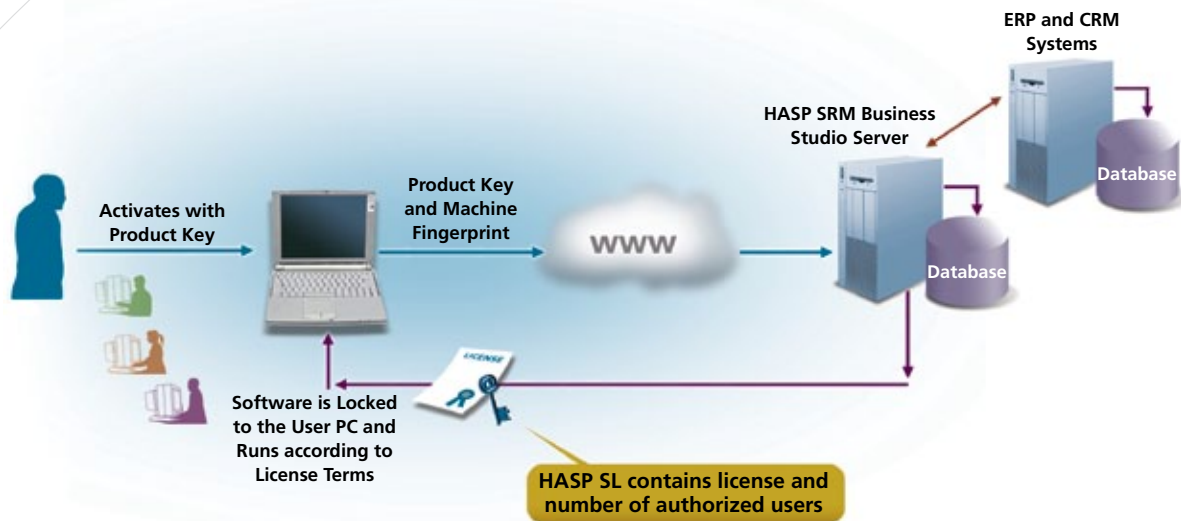
- **Reduces time-to-market:** Easy-to-use, role-based tools ensure the most efficient use of resources.
- **#1 choice of software developers worldwide since 2002*:** HASP SL is based upon the field-proven HASP HL protection technology which is, according to industry analysts, the market-leader.
- **ISO Certified:** HASP is designed and manufactured under ISO 9001:2000, ensuring consistent quality and performance.

PRODUCT ACTIVATION



Product Activation with a HASP SL Protection Key

When software-based activation is chosen, the software is activated and can be used only after a secure internet transaction is performed. The end user electronically transmits a unique Product Key supplied by the software vendor, to a remote HASP SRM Business Studio® Server and a HASP SL protection key containing license terms is sent back and installed on the end-user's PC—activating the software. The Business Studio API included with HASP SRM enables integration with your backend systems such as ERP or CRM.



HASP SRM Product Activation is secured with an SSL-based (Secure Socket Layer) communication channel between the end-user machine and the activation server. All files are encrypted and digitally-signed for secure transmission and to prevent tampering.

Detachable License

A detachable license feature enables HASP SRM SL users to check-out or detach their license from a network License Manager to their local machine for offline work. A detachable license can be used by commuters who wish to use the protected software when working outside of the office. The detachable license feature can also be used to manage and enforce volume license compliance in the enterprise. The detachable license feature enables software vendors to make their HASP protected application detach a license once connected to their company's network and repeatedly renew it once a predefined period has passed. The enterprise is only able to use the software on the number of computers defined in the license, and end-users will be able to use the software either online or offline without the need to go through a Product Activation process on every computer.

Technical Specifications - HASP SL

Security	
Unique ID	Yes
Cryptographic Algorithm	
Encryption	AES, 128-bit
Remote Update Signing	RSA
Multiple encryption keys	64,000
Supported Licensing Models	
Rental & Subscription	Yes
Perpetual	Yes
Feature-based	Yes
Pay-per-use	Yes
Custom	Yes
Network	Yes
Time-based	Yes
Volume	Yes
Memory	
Protected Read / Write Memory	4 KB
Read only Memory (ROM)	2 KB
Max No. of features/applications enabled per key	8,000
Supported Platforms (end-user)	
Operating Systems supported**	Windows 2000 SP4, Windows XP* SP3, Windows XP Embedded, Windows Server 2003* SP2, Windows Server 2008*, Windows Vista* SP1
Supported Platforms (software vendor)	
Development platforms supported	Windows XP w/SP3, Windows Server 2003, Windows Vista
Supported programming languages	32-Bit: C++ for MSVC 6, MSVC 7, MSVC 8 Borland C++ ,VB (COM), Delphi, AutoCAD 32- and 64-Bit: VB .NET, Java, C++, C#, and C for MSVC 8
For up-to-date interfaces and code samples	www.aladdin.com/hs
Certification	
Environmental certification / compliance	ISO 14001
Quality certification	ISO 9001:2000

* Including 32- and 64 bit versions. ** HASP HL also supports Windows CE. Contact Aladdin for details.



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Most Innovative Software for the Software Industry



Digital Rights Management



Software Digital Rights Management

For more contact information, visit: www.Aladdin.com/contact



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