



ROK Media Store is a PC and web-based application for purchasing media content and games online.  
Concept: DVC Chip = iPod

## Web



## Test It Out

### WEB SIGN UP

Visit [rokmediastore.com](http://rokmediastore.com)  
Browse the content  
Checkout  
Load Media

**Simple steps to using ROK Media Store on your PC, then phone.** For information visit [www.rokmediastore.com](http://www.rokmediastore.com)

### STEP 1

#### Download ROK Media:

- 1 Visit [www.rokmediastore.com](http://www.rokmediastore.com)
- 2 Click [**Download Here**]
- 3 Enter your name, email and desired password (between 6 to 12 characters) and you will be presented with a download link for the application
- 4 Just click [**Download ROK Media Store**] install the application to your PC, and fill in the email address and password in the **Settings** panel when you first log in
- 5 Media Store application is downloaded to the PC
- 6 Once the application is installed the Media Store web page and interface is available from the PC **'Start'** menu
- 7 **'Set Up'** is selected and email address and password are confirmed
- 8 Handset manufacturer and model is selected from drop down menu's
- 9 Memory card is input into either in-built card slot or external card reader

### STEP 2

#### Content:

- 1 Browse the content
- 2 Select from defined categories such as Video, Audio, Games/Movies, TV, Music Video & Games
- 3 Select sub-categories to browse content and to select individual pieces
- 4 Select individual content
- 5 Click on image for product information
- 6 View **content pricing** and **preview**
- 7 Add to your **shopping cart**
- 8 View **shopping cart**
- 9 Click on **'proceed to checkout'** to buy
- 10 Clicking on image opens a description screen
- 11 A preview of the product can be viewed
- 12 **'Tick'** or **'X'** in screen indicates product compatibility with selected handset model
- 13 Choose to buy or **'Close'** to continue to browse

### STEP 3

#### Checkout:

- 1 Product **'Preview'** allows you to try before you buy
- 2 Products can be viewed in the shopping cart
- 3 Products can be removed from the cart
- 4 Click on **'\$/payment'** icon to confirm and proceed to **checkout**
- 5 Secure payment process is activated
- 6 Consumer can register their credit card for automatic recognition and future purchases or can choose to pay for items individually at each time of purchase
- 7 Promotional/voucher/bundle payment functionality can be included where voucher numbers or PIN codes can be redeemed



### STEP 4

#### Loading Media:

- 1 Once purchase is complete, **'Refresh'** is selected, which adds purchased content to the Media Choice window
- 2 Click on an individual piece of content to load it to the memory card
- 3 Scrolling across the window then reveals detail of the size of content file
- 4 Click again on the content
- 5 Select **'confirm'** to load the content to the memory card
- 6 Select **'New Chip'** if no content has previously been loaded to the card
- 7 Select **'Add Files'** if content has been loaded before (in this case the ROK Player files are not loaded again)
- 8 Alert screen will advise that selecting **'New Chip'** will delete previously loaded files
- 9 Loading process is graphically shown in the **'Load Media'** screen
- 10 Once loaded to the memory card the success message is shown





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## Media Store



### MEDIA STORE OVERVIEW

#### Concept: DVC Chip = iPod

**ROK Media Store is a PC and web-based application for purchasing media content and games online.**

- 🔗 In essence, the iPod is simply a hard drive, managed by iTunes and fed by the iTunes Music Store
- 🔗 Plug the memory into a PC and it shows up like a hard drive on the computer
- 🔗 Content is 'downloaded' onto SD/MMC card
- 🔗 Content protected by ROK proprietary DRM
- 🔗 Effectively, the ROK Media Store is iTunes/iVideo (and more...) for mobile devices

### MEDIA STORE SHOPPING

#### Consumer self-selection of rich media:

- 🔗 Facilitates purchases of full length Movies, TV programmes, Music Video's, Audio tracks and more...
- 🔗 Support for Video clips, Audio and Video Podcasts
- 🔗 Gift Certificates, Allowances, Gifting
- 🔗 Subscriptions, Per Product purchase, Promotional and 'Self-selection' bundle purchases
- 🔗 Provisioning and purchase of ROK TV/RADIO channels and streams

### MEDIA STORE PROPOSITION

**ROK Media Store is a white-label, own branded proposition. Beta version now live at [www.rokmediastore.com](http://www.rokmediastore.com). ROK Player technology:**

- 🔗 Encodes content
- 🔗 Copy protects content to the memory card
- 🔗 Uploads the content to the Media Store
- 🔗 Has integrated credit card billing

#### ROK can manage:

- 🔗 Content acquisition
- 🔗 Licensing
- 🔗 Contract negotiation
- 🔗 Royalty payments
- 🔗 Payment collection and revenue share
- 🔗 ROK have relationships with many of the major Studios and content owners such as Warner Bros, Universal Pictures/Music, Sony Pictures, Sony BMG, EMI, Turner, LucasArts, Disney, Viacom, Fox, BBC, ITV and more....

### HOW IT WORKS

#### Download Media Store:

- 🔗 Consumer registers their account
- 🔗 Media Store application is downloaded to the PC
- 🔗 Once the application is installed the Media Store web page and interface is available from the PC 'Start' menu
- 🔗 'Set Up' is selected and email address and password are confirmed
- 🔗 Handset manufacturer and model is selected from drop down menu's
- 🔗 Memory card is input into either in-built card slot or external card reader
- 🔗 Browse the content
- 🔗 Select from defined categories such as Audio, Games/Movies, TV, Video & Games

### SUMMARY

- 🔗 Media Store is a unique application created by ROK & is now ready for commercial release
- 🔗 Media Store enables rich full length content and other content to be loaded to memory cards for play on Partner handsets
- 🔗 ROK can provide a full managed own-brand solution for Partners
- 🔗 Media Store can create a unique added value proposition for Partner and Partner handsets and will provide a significant revenue stream

