

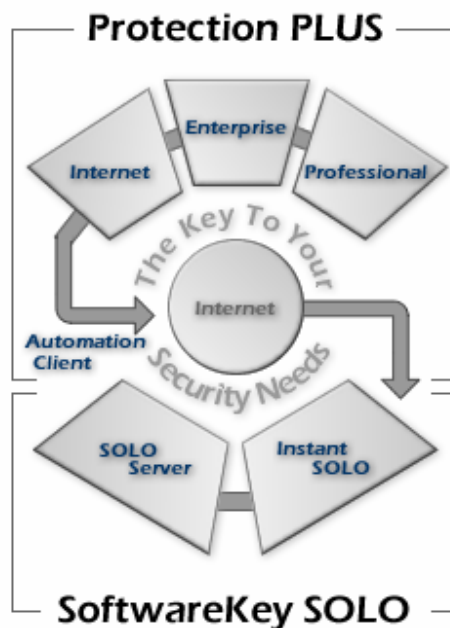


## We Provide the KEY to Your Success!

If you're in the business of selling software and want to blast your business into high gear you have come to the right place! The expandable SoftwareKey Licensing System is designed specifically for you - the software developer looking for powerful, flexible electronic license management tools to get your software product into the hands of customers while you maintain control of your product and your profits.

The system begins with **Protection PLUS™**, an industry-proven licensing toolkit offering security, trialware, remote unlocking capabilities and much more. Add the flexibility of **SoftwareKey SOLO™** automation and you've got a complete turnkey solution to selling your software 24 hours a day, 7 days a week, 52 weeks a year.

The beauty of these two powerful, flexible products is independent functionality and synchronicity within the system.



**Protection PLUS™** secures your software during the trial period and expands your distribution choices.

**SoftwareKey SOLO™** automates the ordering process with secure "hands-free" remote activation via the Internet without sacrificing any of the powerful protection of Protection PLUS.

The SoftwareKey Licensing System gives YOU the power and flexibility to create a customized solution to get your product in front of your customers safely with all the advantages of:

- Electronic Software Delivery (ESD)

- Electronic License Activation (ELA)
- Electronic License Management (ELM)

Making money licensing your product has never been so easy, effective or efficient! Expose your software to new markets, add a point of sale location, automate your sales operation, capture a valuable database of information on your sales and customers, and turn time into money with your software around the clock!

*Let our software licensing system be the KEY to your product security and profits!*

### ***Electronic Software Delivery (ESD)***

The benefits of using Electronic Software Delivery (ESD) to distribute your software to end-users are numerous and there are multiple examples today with proven success. E-commerce providers are everywhere today. In today's marketplace, using e-commerce to sell software makes perfect sense. Why did ESD catch on so quickly?

- Instant gratification for your customers
- Increases impulse buying
- Reduces administrative and manufacturing costs
- Additional cost-savings in packaging, shipping, and labor
- Exposes your software to new markets
- Adds an easily found point of sale location for your software

Even with all these advantages, Electronic Software Delivery is just one step in the best direction to selling your software on the Internet. Selling your software is of little benefit if you haven't control over the potential of software piracy. SoftwareKey SOLO takes the next step in a process which contains all the elements of ESD but is a step above in security. We call it *Electronic License Activation*<sup>™</sup> (ELA). And you owe it to yourself and your business to investigate the next step before you make a decision!

### ***A step above, a step beyond ESD is here today with ELA<sup>™</sup>!***

The advantages of using Electronic Software Delivery (ESD) in your business model are undeniable—a “must have” feature if your software is going to compete in the global marketplace where buyers and sellers are active 24/7/365.

To make the leap to Electronic License Distribution and grab your share of the explosive growth in the marketplace, you must take the step above, the step beyond ESD by adding software license and license activation capabilities to your application. The SoftwareKey Licensing System allows you to do that simply and easily with ELA—the Electronic Licensing Activation process—that allows you to take full control over what happens to your software licenses.

### **The First Step: Implement software licensing features in your application**

Software, as such, is not “sold”, at least not in the traditional sense. Instead, licenses to use the software are sold. In order to profitably do this, it is necessary to integrate licensing features within your application. For example you could start with a demo version of your software which could then be unlocked into the retail version. This is just one of the many features offered by **Protection PLUS<sup>™</sup>**, a software licensing toolkit which has been a success story for over ten

years. This field proven leader offers licensing features designed to increase your licensing sales opportunities tenfold.

### **Introducing Electronic License Activation™ (ELA)**

When you implement a demo version of your software and want to use unlocking capabilities such as “software key” activation, you can take advantage of features like extending a demo or rental version. Your customer already has the application. You simply need to send a one-time encrypted message to do something - anything you can imagine. This is what we call Electronic License Activation (ELA). Our software keys are NOT serial numbers or CD keys and cannot be reused, like many other traditional ESD e-commerce solutions. ELA lets you continuously morph your application right before the eyes of your customer:

- Unlock your demo into the retail or registered version.
- Upgrade from a “lite” version to a professional version.
- Convert single-user version to multi-user version.
- Enable one or more features in a modular application.
- Increase number of allowed simultaneous network users.
- And much more...

### ***Real Life Example Part I***

Pay per use is an interesting example for this software sales model. We have one customer using this with their bankruptcy application (see [Blumberg case study](#)). For each of the attorney’s customers (identified by the name printed on the form), they must pay a fee, which is handled by Instant SOLO. Every time an attorney signs on a new client, they must purchase a license to process this client’s bankruptcy through the software application. The bankruptcy program has never left their computer. In the case of converting a single user to multi user version or increasing the number of allowed network users, enabling modules in a suite, or selling an upgrade from the “lite” version to the “pro” version, the application is always on the user’s computer. You are simply using ELA to enable features or change modes in your application with software “keys”.

The SoftwareKey Licensing System implements ELA through the use of **Protection PLUS™** licensing and **SoftwareKey SOLO™** e-commerce automation.

### ***Why is ELA™ technology a step beyond ESD?***

There are many advantages of using Electronic License Activation™ (ELA) in your software activation. This is what makes the SoftwareKey Licensing System one step above, one step beyond an ESD or “buy and download” e-commerce provider. ELA offers you so much more than simply delivering software electronically. ELA allows you to control how your software is used because you create and control the licensing options available to your customers.

For example:

- In many cases, your customer already has your software as demoware and they simply need to enable it.
- Customers are not forced to re-download software from the Internet with ELA – so it saves them time (they will like you for this!).
- Customers are not forced to install the real software over the demo software – saves even more time!
- With ESD alone, a customer could e-mail the real software to a friend for free, or a software distributor could inadvertently give the software away.

- With “buy and download” sites, you as a developer cannot tap into the power and flexibility of sending software keys (ELA) to your application in the future (pay-per-use, renting, multi-user licensing, etc.) With ELA there is more to it than just giving the customer the real software. You are actually establishing a license-based relationship with your customer and offering a value added customer service. Using ELA-commerce in the long term provides continuing income.
- With ESD, if you want to implement Software Licensing features, you must do this in addition to giving the download site an unlocked copy of your software. **SoftwareKey SOLO™** and **Protection PLUS™** add one more layer of protection and control to the developer and the distributor.
- Many buy and download sites allow repeated downloads using their Order ID, essentially allowing the customer to download an unlimited number of times by paying for it once. This one Order ID could be shared, sold OR hacked to allow unauthorized downloads. Why give your software away if you don't have to? Using SoftwareKey SOLO to not only download but also unlock prevents these illegal copies. One buy = one unlock.

### **Electronic License Management™ (ELM)**

If you thought Electronic License Activation™ (ELA) would benefit your business model, consider taking yet another step up to Electronic License Management (ELM). ESD allows your customer to access the retail version of your software once they pay for it, ELA allows them to activate features within your application without additional downloads, and ELM allows you to remotely manage your application using the Internet. Imagine being able to:

- Force returned software to stop working
- Track client's usage of your application at your Internet server
- Change license modes remotely
- Retrieve registered user and license update information automatically
- Terminate software purchased fraudulently any time in the future

### **Real Life Example Part II**

The [pay-per-use bankruptcy application](#) mentioned earlier also uses Electronic License Management. What Blumberg found was that several of their customers were trying to cheat the system by paying for one use and attempting to use the same license twice. Through ELM, usage details are collected so that when a customer calls for support, the representative is armed to discuss how they are attempting to violate the software license. In all cases, reminding the customer how they are using the product through their usage data is enough to close the call incident and often results in the customer purchasing another license.

The SoftwareKey Licensing System makes ELM technologies available to you TODAY through the use of [Protection PLUS™ Internet Edition](#) licensing and [SoftwareKey SOLO™](#) e-commerce automation.

### **How does it benefit me?**

Typically when you place your advertising banner on a website it costs you money. And many times it is difficult to determine which sales come from what banner. So rather than promote your

business with this kind of hit and miss system - consider the benefits of marketing your company as an affiliate program owner.

One of the main benefits of this type of marketing is you don't pay for your ads. Instead you pay only when your advertising banner generates a sale or lead.

With affiliate marketing, it's easy to track every customer sent from another website. This provides you with valuable marketing data with the actual sales process being handled at your website.

By having other companies promote your products to their customers you generate new business you might otherwise miss. Success comes from the exposure you receive from affiliates' complementary products or services.

Should your target audience share common traits with affiliate visitors, you benefit even more from their search engine placement. Imagine that no matter what link is clicked - your banner ad could be there.

### ***Why it works!***

It works because the affiliate receives just as many advantages in this business relationship as you do. Their site becomes a more valuable source to their customers simply because they are recommending complementary products. AND they make money just by placing your button on their site. They do not have the need for a merchant account or ANY e-commerce functions. They don't have an inventory and never have to ship a product. It is the best of both worlds!

### ***How do I get started?***

As the affiliate owner, you have several choices in how you set up your affiliate program. You can hire someone to put affiliate tracking software on your server. Or you can get a merchant account and shopping cart. Perhaps you are able to write your own script. But we have a better solution - we will do it all for you. Not only can we automate your sales and license activation, but we can help you track your affiliates too! Your reports show where the sales come from, how much commission you owe, and where to send the check!

The SoftwareKey Licensing System makes Affiliate Program technologies available to you TODAY in **Instant SOLO™** and **SOLO Server™**.

Want to see a working Affiliate Program? Check out the [Protection PLUS™\\_Affiliate Program](#).

Affiliate programs are quickly becoming one of the most powerful ways to market online. This type of advertising is expected to rise drastically in the next few years. It is a very effective, simple and accurate way to advertise your products. Don't miss out!

The following case studies show how the SoftwareKey Licensing System has become a powerful business solution for many of our customers. **Protection PLUS™** security and license activation and **SoftwareKey SOLO™** e-commerce automation work together to save time and money for your business as well as your customers!

### ***Real Life Example Part 3***

#### **321 STUDIOS SELECTS SOLO SERVER™ FOR THEIR BACKOFFICE**

321 Studios, a St. Louis-based software company chooses SOLO Server™ to manage their e-commerce and back office operations. "We started developing our own e-commerce back office last fall but our business requirements quickly outgrew the features we had implemented." says Robert Moore, President of 321 Studios. "I have been dealing with Concept Software off and on

for 10 years and decided to investigate the features of SOLO Server™.” On January 31<sup>st</sup>, 2002, SOLO Server™ was commissioned after significant planning and testing was executed. “We were pleased to see successful orders coming through right away.” says Moore.

Since the deployment of SOLO Server™ late January 2001, 321studios has processed over a million transactions through SOLO Server™. “The 321 studios installation has given us tremendous knowledge in the power and flexibility of SOLO Server™.” says Michael Wozniak, President of Concept Software. “They have used almost every feature SOLO Server™ has to offer. We have been pleased to share with 321 Studios not only our software but also our years of software licensing and e-commerce experience.” Processing anywhere from 1200 to 3000 orders per day, SOLO Server™ has been used at 321 studios for:

- Order entry
- Real-time credit card authorization
- Shipping products to customers
- Electronic Software Delivery
- Electronic License Activation
- Federal Express air bill generation
- Affiliate signup and management
- Software distributor order entry and management
- Merchant account integration
- Customer trouble ticket system
- Frequently Asked Questions Database and Searchable Knowledgebase
- Customer e-mail broadcasting
- Affiliate features
- Bundled products
- Upsell products
- Financial reporting
- Most other SOLO Server™ features listed at <http://www.softwarekey.com/products/solo/server/features.asp>

In June, 321 Studios started using the new Instant PLUS™ wrapper technology to further protect their application from reverse engineering. “We are pleased to see 321 Studios implement a custom skin to our Instant PLUS technology for use in their main application and also third party applications.” says Wozniak. “It is exciting to see the full SoftwareKey Licensing technology all work together to its fullest capacity.”

### **About 321 Studios**

321Studios.com is a leading provider of DVD authoring software. DVD Copy Plus includes all the software required to burn backup copies of DVD movies on regular CD-R media, enabling consumers to protect their investment in their DVD libraries by inexpensively creating a duplicate collection to insure against loss in the event of scratching and other damage. The company is privately held and headquartered in St. Louis, Missouri, with offices in Berkeley, CA, and Philadelphia, PA. For more information, visit <http://www.321studios.com/>.

### ***PRESS RELEASE from 321 Studios 2/5/2004***

#### **321 STUDIOS SHUTS DOWN PIRACY SUSPECT**

321 Studios recently relied on its DVDX Copy piracy prevention measures, technology supplied by Concepts Software, Inc., to shut down an accused copyright pirate. Concept Software’s software anti-piracy product, Protection PLUS™, was used to provide a watermark that the

authorities can use to prosecute the accused software pirate. The company took action the same day by remotely deactivating the suspect's copy of DVD X Copy XPRESS.

See the full press release at: <http://www.softwarekey.com/help/321PressRelease.htm>

#### ***Real Life Example Part 4***

##### **Blumberg Excelsior Inc publishes Bankrupter Singles Software.**

Intended for use under the supervision of an attorney, it provides the considerable benefits of electronic forms preparation with a robust database for Chapter 7, 11 & 13 Bankruptcy cases. They chose Protection PLUS™ and Softwarekey SOLO™ to not only implement but automate the pay-per-use software sales model. [READ MORE](#)

#### ***Real Life Example Part 5***

**Best Choice offers a “Decision Making Program” that will help clients know** what stocks to buy and when to buy and sell in order to minimize risk and maximize profits.

With the help of the Protection PLUS™ and Softwarekey SOLO™ products, Best Choice now offers a demo and the option to rent or buy the product. Clients can also purchase the product online and receive a license that will turn the demo or rental into a fully operational product

We currently offer two promotional literature packages available to download. The first is a CD multimedia overview with tutorial movies and the second is a 4 page color brochure in PDF form.

##### ***CD Overview and Tutorial Movies***

This presentation is similar to the demonstration CD we give to prospective customers. It covers much of the introduction information in the Start Up section of our website, as well as an overview of product information.

In addition, the presentation includes four free-running movies with captions that will help you understand Protection PLUS and SoftwareKey SOLO™.

The first movie is a tutorial of **Protection PLUS™** working as a stand-alone product, which demonstrates how to use the trialware features as well as unlocking capabilities in a manual environment.

The second movie shows **Protection PLUS™** integrated with **SoftwareKey SOLO™** using **Electronic License Activation™** (ELA) to activate a retail version from a demonstration copy.

The third movie provides an overview of the Administration Interface of **Instant SOLO™** - this is what you will log into to manage the licenses that are purchased through our Instant SOLO Server.

The last movie shows **Electronic License Management™** (ELM) in action. A previously-purchased software license is revoked.

These movies are very basic tutorials on how to use the product. We will update and upgrade them as we add new features to the SoftwareKey Licensing System. You can download the presentation from the following URL (approx 12MB):

[SWKEYCD.EXE](#)

**Summary**

The SoftwareKey Licensing System combines the best of three technologies—the speed of traditional software E-commerce, the hands-free automation of Electronic License Activation™ (ELA) and the security and flexibility of **Protection PLUS™** licensing. ELA™ is a step above, a step beyond the traditional—it is the “**EL**Astic edition” of E-commerce, the top of the line, luxury edition of E-commerce for your software products.

The SoftwareKey automated **Secure Online Licensing and Ordering** system (**Softwarekey SOLO™**) is specifically designed to work with the **Protection PLUS™** license toolkit. In essence, the system automates the ordering, purchasing, delivery and unlocking tasks—all while maintaining the **Protection PLUS™** security developers have come to rely on. It is E-commerce, Electronic License Management™ and ESD all rolled into one. You have all the traditional benefits of E-commerce with advantages most E-commerce providers have not begun to imagine yet. Let us help you take the next step, the step beyond ESD. We can give you the keys to success in tomorrow's Electronic License Distribution marketplace “hands-free” today with SoftwareKey, ELA and Electronic License Management (ELM)!