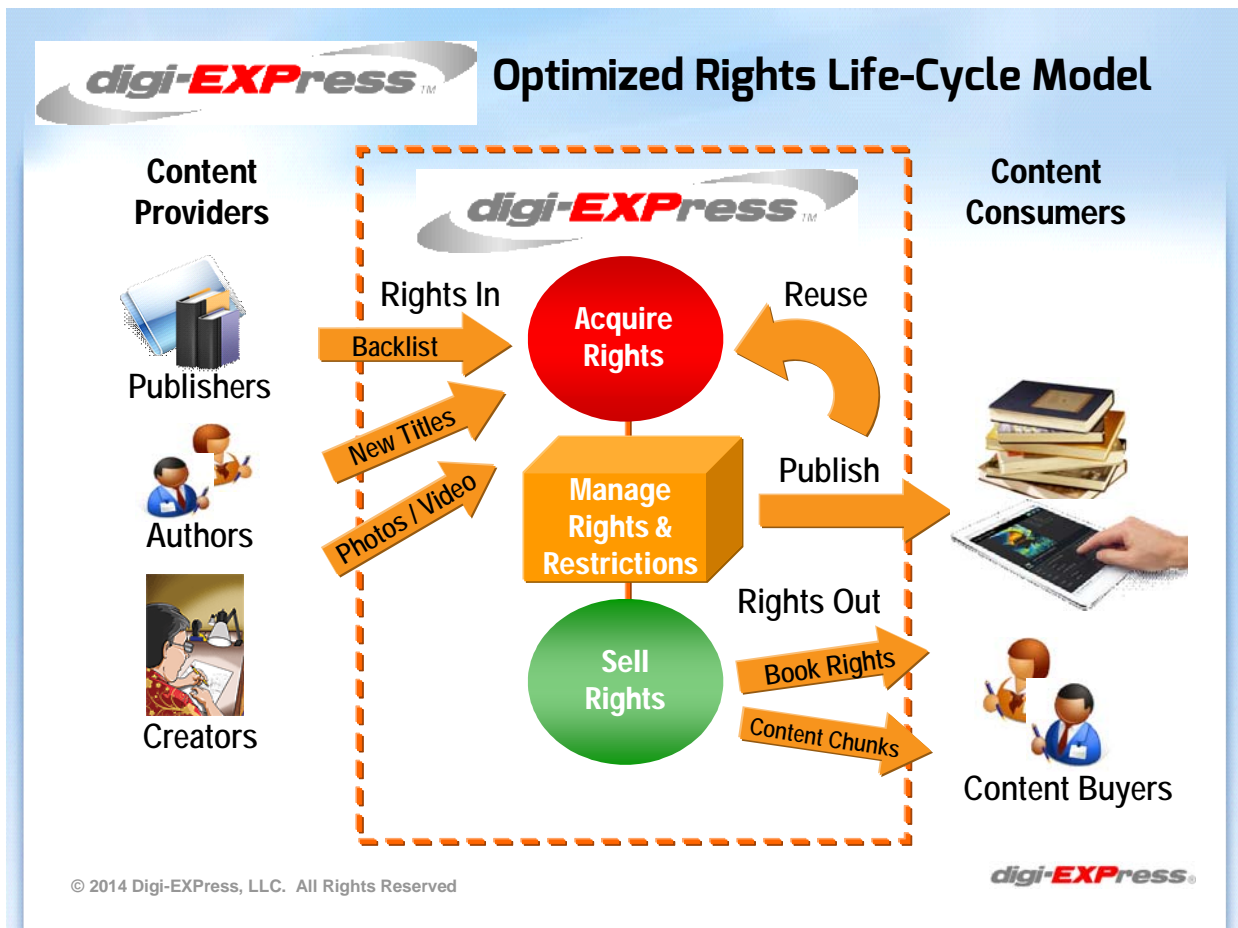


## New Digi-Rights® Service Cloud... Automates Acquiring, Managing and Selling Content Rights!

***Digi-Rights® All-in-One Rights Service Cloud... transforms manual rights processes into automated processes... providing 360° visibility of the rights and media assets owned and licensed!***

Bloomfield Hills, MI – Digi-EXPress, LLC, a leading provider of Global Automated Rights Solutions, announces Digi-EXPress® Rights Life-Cycle (RLC) – An Automated e-Commerce System for acquiring, managing and selling licenses for company owned content and 3<sup>rd</sup> party media content.

These business transformation processes (*protected by Digi's patent [8,438,113](#)*), are embedded within Digi-EXPress® RLC Software... a suite of cloud-based Global Automated Rights Solutions and 'best practice' business processes.



### ***Digi-EXPress® Automated Rights Life-Cycle Model***

"Digi's patented technology enables publishers, small presses, independent self-publishers, copyright agencies and service providers to buy and sell licenses for copyrighted content rapidly and efficiently using automated processes, while also enabling publishers to monetize and manage rights and restrictions... track royalties... and exercise oversight and monetary control over the intellectual property rights they own and license enterprise-wide," said Robert Kasher, VP Business Development and Customer Relations, Firstsource.

"As the publishing industry continues to transform from print to digital media, each sale is an Intellectual Property Rights transaction. Keeping track of rights *at the book or journal level* (i.e., ISBN/ISSN level) and *at the granular level* (i.e., content chunks, text excerpts, images, charts, video segments, articles, etc.) has been a challenge for publishers," said Dick Stahl, Managing Director of Digi-EXPRESS LLC.

"DigiEXPRESS Service Cloud is an 'All-in-One' e-Commerce Rights Solution to manage the Rights Life-Cycle of content and media assets, at all levels, from its creation... internal use in publications... to its ultimate sale, sublicense and royalty stream," continues Stahl.

By using 'best practice' patented methods within Digi-EXPRESS, content creators, editors and publishers can be assured of reliably identifying rights, interpreting rights and restrictions, and monetizing rights for use in specific media formats, languages, territories and editions – regardless of location or language. This is the missing link to help mitigate copyright risks and to provide assurance to authors that they are receiving royalties due and content is published in compliance with the rights and restrictions.

Publishers can realize the benefits of an automated e-commerce rights platform without the investment in IT staff, programmers, servers and facilities... thereby speeding up implementation and training at lower cost.

Digi-EXPRESS® RLC is available in *Pro* and *Enterprise* versions, allowing flexible configuration and implementations, including connectivity and integration with client's back-office enterprise systems using API's and Web Services and data conversion by importing from spreadsheets.

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## About Digi-EXPress®

Digi-EXPress, LLC. is a global provider of consulting, systems development, and rights management services and technology to the publishing industry. The company's technology is used to process hundreds of thousands of licensing transactions by leading publishers through its Digi-EXPress® Rights Management System... a patented suite of cloud-based software technologies and 'best-practice' processes that deliver automated rights clearance and permissions processing, contracts and rights relational database, and 'real-time' management oversight for team collaboration. ([www.digi-express.com](http://www.digi-express.com)).

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## More About Digi-EXPRESS® and its Technologies and Resources

The company provides patented Global Automated Rights Technologies and Professional Outsourcing Services to meet the needs of traditional global publishers in Rights & Permissions, self-publishers and small presses.

The patent enhances Digi's Intellectual Property Rights portfolio and suite of automated software products and professional services including:

- **Digi-EXPRESS® Rights Management System** – a 'cloud-based' Automated Global Rights Management System. This *patented* app enables users to collaborate on projects, research, acquire rights, manage rights and grant rights... anytime, anywhere using a PC or Mac. Enterprise versions enable seamless integration with the company's back-office accounting and fulfillment systems.
- **Digi-Rights® Rights Sales Management** – delivers an e-commerce solution for content creators and publishers to list their content rights for books and content chunks for sale and/or sublicensing in global marketplaces.
- **Digi-Data eXchange ("DDX")** is a legacy rights conversion process – using patented transformation algorithms that map rights metadata from legacy expressions and systems (*including spreadsheets and XML files*) into a universal Digital Rights Definition Language ("DRDL") for use in managing rights assets and ensuring compliance with copyright grants and restrictions imposed by the creator. It also enables acquiring future rights clearance without reading lengthy paper contracts.
- **Digi-Rights® Rights Assessment** – provides self-publishing value-added Rights Assessments for Authors, Editors and Researchers to assess whether their creative work conforms to Generally Accepted Practices for Rights Compliance. The automated assessment tool is accessible from an iPad, Tablet or PC to analyze manuscript and content for copyright compliance and potential risks, measures compliance with a Risk Index and creates a action plan to mitigate potential liability risks.
- **Digi-Rights® Self-Clear Permissions** – delivers an easy to use cloud-based Permissions System for Authors, Editors, Researchers and Rights Staff to automate clearing rights and acquiring permissions in a consistent and uniform process for each 'chunk' of content. The tool captures usage rights in a uniform Digital Rights Definition Language to enable self-publishers, small presses and traditional publishers to gain oversight and control over print and digital rights and restrictions cleared by authors and independent subcontractors. The information is tracked in a cloud-based relational database – allowing real-time reporting 24/7.

# Press Release



Digi-EXPRESS software is now licensed by some of the world's leading publishers for internal use as their Rights and Permissions Management System.

Digi's parent company specializes in digital rights management with an experienced team of Permissions Advisors who have processed hundreds of thousands of rights transactions through its Digi-Rights® division – on behalf of some of the world's largest publishers.

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