

**IBM Web Documentary
PORTO MEDIA – LONG FORMAT
Ogilvy & Mather**

[Old Man]

The annoying thing with DVDs is that if you rent them you've got to take them back.

[Rebus Animation]

[Title: Movies in a flash]

**[Title: Chris Armstrong
Founder of PortoMedia]**

Chris Armstrong - My name is Chris Armstrong. I'm an inventor, an entrepreneur. And I'm an evangelist for media on a flash key.

My wife rings me up and asks me to get Carlito's Way for her and so I after work, I'm going to go across the road to the movie store. I went to the desk and the young girl said to me it wasn't in stock.

And as I put my movie card back in my wallet, I just pulled out my keys and on my keys is this little USB memory key and I thought to myself, why couldn't I download that movie.

I found that nobody was doing a fast movie key or USB key and I had an idea of how we could make a movie download in less than 30 seconds. So we decided to build the actual chip.

Within a month I was on a plane to Hollywood and we met some executives and we demoed the download of a movie in 26 and a half seconds and the look on their face was dumb, they were dumbstruck. They saw us as the biggest potential pirate that had come into their office.

Chris Armstrong - They said to me: "well we will not consider giving you any content unless you can fix it with the content protection that we want".

**[Title: David Lane
IBM Business Consulting]**

David Lane - When I first met Chris, I can see the entrepreneurial spirit. I recognised that what Chris was doing was taking the video rental experience and greatly improving it.

Chris Armstrong - We started to work with the IBM research people on the security on the chip.

David Lane - We helped him get the content he needed for his proposition. We helped him design out and build the underlining capabilities and platform. We're helping him now get into the retailers globally.

Chris Armstrong - Our next phase is really deploying this technology into the retail network around the world.

**[Title: Cathal Deavy
Marketing Director/Porto Media]**

Cathal Deavy

The kiosk you see behind me holds thousands of movies so the user will go up touch the screen, insert their movie key, select the movie they want to rent or buy and simply download it to the key. Once it's downloaded, the opportunity Porto Media gives allows you watch it on a laptop, watch it on a portable handheld device but also it allows you to watch it on TV at home.

**[Title: Rob Bell
Universal Pictures/Digital Distribution]**

Rob Bell –We want to have our content in consumers to be able to access our content in as many places as possible and whenever someone may want to buy a Universal movie, we make sure they can do that. So what PortoMedia does is gives us the opportunity to bring our content to consumers when they are on the go.

Cathal Deavy - Today we are in a train station but I can imagine a Porto Media kiosk literally in any location you can imagine. – really anywhere that you have a one metre square space of floor.

**[Title: David Lane
IBM Business Consulting]**

David Lane - Well I think no organisations has a monopoly on good ideas and like all organisations we've got to recognise good ideas from other people and work with them. Porto Media and IBM is a win-win partnership because we are helping taking Porto Media to market faster and with we feel like more credibility and Porto Media is allowing IBM to get some of our technology out of the Labs.

Chris Armstrong - Small companies like Porto Media bring the entrepreneurial spirit, the can-do attitude, and the big companies like the IBM, they bring the ability to deploy on a global scale.

Your key is with you, then your movies are with you.

I can go to my local supermarket, I can do my shopping and at the same time I can then download Carlito's Way on to my movie key, bring it home, plug it in and watch on my big TV in the comfort of my living room.

It's true to say that we couldn't have done it without IBM. They really did put us on the stage, literally the world stage.

(Scrolling TEXT)

In the time it took you to watch this, you could have downloaded 12 films from a kiosk using a Porto Media movie key.

Filmed on Location in Galway, Ireland.

(Offscreen interviewer) Would you bring a portable device to watch a movie?

(Old Lady) No Way, I think that's ridiculous for god's sake.