



## CyberWolf Download Service Enables Publishers to Sell Adobe DRM Protected Content.

CyberWolf Inc. announces new solution that enables publishers to sell digital rights management (DRM) secured content directly from their ecommerce sites. The CyberWolf Download Service (CDS) allows publishers to select from Adobe Content Server DRM attributes, social DRM techniques, or no DRM on a product by product basis. More information is available at [www.ebookdownloadservice.com](http://www.ebookdownloadservice.com).

Santa Fe, New Mexico May 18, 2010 -- CyberWolf Inc., an Adobe Content Server Solution Provider, announces offering that enables publishers to sell Adobe DRM secured content directly from their own ecommerce sites. Adobe Content Server DRM has been adopted by a number of major players within the publishing industry and, via the new CyberWolf Download Service (CDS), is now available to most any publisher.

The CyberWolf Download Service allows publishers to select from Adobe Content Server DRM attributes, social DRM techniques, or to sell with no DRM on a product by product basis. Adobe DRM attributes can be assigned to files in PDF or ePub formats. These attributes allow control of content expiration dates and the ability to copy or print among other characteristics. The social DRM approach is supported with PDF files and stamps the content with a watermark that identifies the purchaser. Content marked in this fashion is less likely to be distributed via file-sharing networks. The CDS also supports the sale of any file type with no DRM.

Regarding the benefit of the CDS to publishers, CyberWolf President Larry Wolf explains "As we all know, the publishing industry is undergoing a tremendous amount of change right now. Many publishers are focusing their energies to create or strengthen the direct-to-consumer (DTC) sales channel, and in this context are looking to leverage their intellectual properties in the form of ebooks (or other digital products). Until now there hasn't been an easy to use and affordable solution to sell protected content from your own web site. This option will become a definite advantage in the marketplace because it allows the publisher to strengthen the direct relationship with its customer. Use of the CDS does not prevent a publisher from distributing content through other channels. In fact, we expect most CDS clients will also use at least one aggregator relationship as well to fully market their products in this new era."

Additional information is available at [www.ebookdownloadservice.com](http://www.ebookdownloadservice.com). Representatives of CyberWolf Inc. will be on hand at Booth 3267 during Book Expo America to answer questions about the CyberWolf Download Service and discuss publisher's digital sales strategies.

About CyberWolf Inc.:

CyberWolf Inc. is dedicated to helping publishers grow by providing easy to use and cost-effective technology solutions that allow clients to focus on the business of publishing. Our ACUMEN Book® business management system; PowerWeb Book® ecommerce platform; and the CyberWolf Download Service™ are used by a world-wide community of publishers to effectively compete in the modern publishing environment.

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