**What is Pro:Idiom?**

Pro:Idiom™ is an encryption technology developed by LG for use in the hospitality, healthcare, and cable industries to ensure the security of high definition digital television and Video on Demand (VoD) signals.

HBO, Showtime, ESPN and other digital television content providers require encryption of the HD signal to prevent piracy. If the encryption were not set up correctly, in order to protect their content from piracy.

**Fun Fact!!!**

- Introduced in 2005 and is industry leading.
- Proven to be secure and works seamlessly within the property’s network.
- Can eliminate the need for Set-Top boxes.
- Centralized Control.

**PRO:IDIOM HAS END-TO-END ENCRYPTION AND WORKS IN 2 MODES**

1. **ONE-WAY SYSTEM**
   - The content is encrypted in a property's head-end center.
   - The content is encrypted at the content provider's Network Operation Center (NOC) before it is sent to a property.

2. **BI-DIRECTIONAL SYSTEM**
   - The content is encrypted in the property's head-end center.
   - The content is encrypted at the content provider's Network Operation Center (NOC) before it is sent to a property.

**What is Covered?**

- Protects information at the secret level.
- Has encryption between Set-top box and display.
- Provides key management architecture that limits the amount of digital content encrypted with one key.
- Supports options to replace compromised keys.

**Security**

- Prevents theft in high quality compressed digital content.
- Limits the losses that can be caused by a potential breach in the system.
- Provides a feasible method to renew the system in response to a major breach.
- Limits the losses that can be caused by a potential break in the system.

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**CONTENT PROVIDERS**

- Studio
- Satellite / Cable
- Pay-Per-View Content Provider

**How It Works**

**ROI**

- Proven to be secure.
- Works seamlessly within the property’s network.