



VENU Spec Sheet

- Portable – the device streams entertainment locally from the secure, removable cartridge, it is an “untethered” content solution
- Plays on TV’s, iPads, laptops, PCs, phones, tablets
- A single cartridge can hold up to 200 1080p HD movies, 450 DVDs or 200,000 songs
- Weighs just under 2 lbs
- Dimensions: length = 11.5 inches, width = 7.625 inches, height = 1.25 inches
- ThoughtFlow™, Venu’s search capability contains compounding weighted parameters that shift with each click allowing the user to find new content based on previous choices
- Subscription model allows for fulfillment to take place online or through mail
- Fees are not yet set, however, it is anticipated that the cost will be approximately \$20 per month (In the future CRAM hopes to reduce the monthly rate for users who self select into viewing commercials.)
- Parental controls allow for parents to control what their children are watching
- Venu is a secure destination device
 - Data is viewable only to the authorized registered user
 - All content is encrypted with unique keys for a specific time period that meet or exceed current motion picture industry standards
 - The device is tamper respondent and tamper evident – any attempt to bypass its security results in immediate cryptographic disk erasure within milliseconds
- CRAM is offering a pre-view scheduled to launch in 2012 to the first 10,000 who sign-up
- Venu is scheduled to be available to consumers the latter half of 2012

Press Inquiries