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World-class media made portable, worldwide



Chris Armstrong of Galway, Ireland, didn't want to rent a DVD, he wanted to watch a movie. Being an inventor and entrepreneur, he came up with an innovative solution. Here's how he made it real—and global.

Hollywood comes to Galway

Small companies like Porto Media bring the entrepreneurial spirit and the can-do attitude. IBM brings the ability to deploy on a global scale.

 [Play video](#) (WMV, 5:12 min, 15.2MB)

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Video transcript

[Old Man]

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

[Rebus Animation]

[Title: Hollywood comes to Galway]

[Title: Chris Armstrong Founder of Porto Media]



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 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, 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 demo'ed 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.

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 could see the entrepreneurial spirit. I recognized 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
Porto Media]**

Cathal Deavy

The kiosk that 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 that 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]**

Rob Bell – We want to have our content in [and] 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 meter square space of floor.

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

David Lane - Well, I think no organization has a monopoly on good ideas and like all organizations, we've got to recognize good ideas from other people and work with them. Porto Media and IBM is a win-win partnership because we are helping take Porto Media to market faster and with, if you 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 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.



Credits:

Filmed on Location in Galway, Ireland

**Music by
Lasairfhiona Ui Chonaola**

**Special Thanks to
Galway University
McInerney's SuperValu
Heuston Station, C.I.E. group
Savoy Cinemas, Dublin
And the people of Ireland**

"Carlito's Way" footage courtesy of Universal Pictures.

**Directed by
Sebastien Jaudeau**

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

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

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