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LockLizard's Secure PDF DRM Viewer gets updated with Publisher own branding feature

LockLizard Secure PDF DRM viewer has been updated to enable publishers to use their own branding for the display of protected PDF files

AYR, SCOTLAND, October 04, 2008 **/24-7PressRelease/** -- LockLizard are pleased to announce a new branding feature in their secure PDF DRM viewer. This enhances the ability of publishers to create a user environment that is more consistent with their own branding, allowing them to present their customers with a more coherent and seamless appearance.

"Previously we provided branding features such as a picture displayed whilst protected documents are loading, and allowed the first page of a document to be displayed without overlays or watermarks, providing the equivalent of a book cover or a document title page with the publisher's full branding displayed," noted Dr T Mathews, Chairman of LockLizard.

"We have had many discussions with our publishers about the appearance of our secure PDF viewer, and finding ways of better aligning it with their own brand image(s). But this had to be achieved without proliferating custom viewers that would make updates and support unmanageable."

In making today's announcement, we believe that we have found an approach that delivers the maximum of flexibility within our requirement to support a single viewer environment for all customers and users of our applications.

A new option is available to publishers that allows them to substitute their own branding/logo in place of the LockLizard logo currently displayed in the top right hand corner of the visible screen.

Publisher own branding uses a web link to an image containing whatever the publisher wishes to have displayed. That branding is transferred when the publisher's customer registers their license, and is updated whenever the customer's license is checked. So publishers are able to change their house style dynamically, and can even use special branding for periods of time if they so wish.

If no image is found, the system will default to the LockLizard brand.

Publisher own branding is a valuable and flexible approach to helping publishers present their overall electronic image in the same way as their print image.

About LockLizard Safeguard Secure PDF Viewer

LockLizard Safeguard Secure PDF Viewer is a FREE standalone application that enforces the licensed use of secure PDF files (for example how long they can be viewed, if they can be printed, etc.). LockLizard Safeguard Secure PDF Viewer stops copying, modifying, saving, print screen and screen grabbers. PDF DRM copy control measures enforce document protection whilst remaining transparent to the document user - no passwords are required or distributed to grant access to protected PDF files. Protected PDF documents are only ever decrypted on-the-fly in memory.

http://www.locklizard.com/pdf_security_viewer.htm

About LockLizard

LockLizard is a DRM vendor that produces document security, pdf security, ebook security, copy protection, and web content encryption products that use DRM technology to protect information from intellectual property theft. Our DRM software prevents copying, printing, screen grabbing, and sharing of information without the use of insecure passwords.

<http://www.locklizard.com>

