

Summary

This white paper provides a quick overview of online purchasing and licensing procedures of Xylon's logicBRICKS IP Cores available through the Xylon's Low-Volume IP Program.

Xylon's web shop allows access to first class IP cores for Xilinx® FPGAs in several minutes, and at the most competitive prices at the market.

Money transactions are handled by share-it!. share-it! is a company of Digital River™ and one of the worldwide leading e-commerce providers. The document describes purchasing and licensing steps for IP cores and related nonmaterial Xylon's products.

Xylon sells logicBRICKS IP cores online to registered companies only. Private customers may contact Xylon Sales Team directly at sales@logicbricks.com. Xylon's web shop provides the most convenient way for purchasing of Xylon's products. However, all Xylon's products can be purchased directly from Xylon.

Introduction

Xylon has developed an advanced web shop to support the Low-Volume IP program and enable the easiest access to Xylon's logicBRICKS IP cores for Xilinx FPGAs. The web shop is located at www.logicbricks.com and allows our customers to get first class IP cores in several minutes and at the most competitive prices at the market.

Money transaction are handled by one of the leading e-commerce providers share-it! (www.shareit.com). share-it! offer various payment options and provides fast and reliable online services.

Online, straight forwarding and transparent IP purchasing and licensing allow our customers to quickly add missing features to Xilinx FPGA designs. Predefined IP cores for FPGAs cut costs, save time and increase system performances. Xylon's logicBRICKS IP cores are simple to use due to their full compatibility with the Xilinx Platform Studio and EDK integrated software solutions.

Xylon's web shop online sells and delivers logicBRICKS IP cores and related nonmaterial products, such as additional technical support packages and software drivers (in the near future). Hardware evaluation and development platforms (logiCRAFT6, logiCRAFT-CC, logiTAP, ...) can be ordered online.

Some logicBRICKS IP cores are not included in the Low-Volume IP Program. Such IP cores can be quoted online or directly by our Sales Team (sales@logicbricks.com), and purchased only from Xylon and distributors. Xylon plans to expand a number of IP cores in the Low-Volume IP program in the near future.

Xylon online sells logicBRICKS IP cores only to registered companies and not to private customers.

Private customers may contact Xylon Sales Team directly at sales@logicbricks.com.

Step-to-Step: Online Purchase

This paragraph explains steps required for online purchase of Xylon’s IP core and related products like the additional technical support.

IP Cores - logiCVC-ML

Imagine. Combine. Implement. Today.

IP Cores for Your Low-Volume FPGA Products

Compact Multilayer Video Controller

Key Features

- Supports resolutions from 64x1 to 2048x2048
- Parallel RGB, LVDS and ITU656 (PAL/NTSC) outputs
- Configurable PLB or Xylon XMB memory interface
- Fully embedded into Xilinx® XPS and the EDK
- Up to 5 layers with configurable size, position, blending mode and color depth
- Pixel, Layer and CLUT alpha blending mode and color-keyed transparency
- Pixel color depths from 8bpp to TrueColor 24bpp
- Can be used with the following GUI development tools: TAT Cascades and Kastor, Altia Design and DeepScreen, Segger emWIN

Description

The logiCVC-ML IP core is an advanced display graphics controller that enables an easy video and graphics integration into embedded systems with the Xilinx FPGAs. It can be used as a standalone graphics IP core, or as a part of larger graphics systems along other Xylon logicBRICKS(TM) IP cores. The logiCVC-ML is fully supported by the Xilinx Platform Studio and the EDK integrated software solution, and designers familiar with these tools can [immediately start designing](#). The IP's size and features can be easily adjusted through IP drag and drop EDK interface. The logiCVC-ML comes ready-to-use and with the rich set of deliverables including SW driver, documentation and an example design. This mature and proven IP core works with a broad offer of third-party graphics design tools allowing for a design of very advanced GUI embedded systems. Higher resolutions are available on request.

Pricing

Name	License	Price		
logiCVC-ML	1 year license	10.00	BUY	GET QUOTE
logiCVC-ML	2 years license	20.00	BUY	GET QUOTE
logiCVC-ML	3 years license	30.00	BUY	GET QUOTE

Figure 1: Typical logicBRICKS IP Product’s Web Page

Figure 1 presents a typical logicBRICKS IP product’s web page (www.logicbricks.com). Below the short IP description is a pricing table including: product’s name, license types, price and buttons “BUY” and “GET QUOTE”. logicBRICKS IP cores, currently unavailable through the Low-Volume IP Program, miss some of the listed table’s fields, i.e. price and button “BUY”. Click on the “BUY” or the “GET QUOTE” buttons adds the selected product to logicBRICKS web shopping cart.

Figure 2 presents a confirmation info box generated by Xylon’s shopping software.

Compact Multilayer Video Controller

Info

You have successfully added product to cart!

Proceed to Checkout Continue Shopping

Figure 2: Confirmation Info Box – Product Added to the Shopping Cart

Buyer can continue web shopping (“Continue Shopping”) and add additional logicBRICKS products to the shopping cart, or carry on with purchasing of the products already added to the shopping cart.

Click on the “Proceed to Checkout” button opens the shopping cart (Figure 3), which can be edited. The Buy Cart displays an exact pricing of all selected product items, while the Quote Cart lists items for quote request.

Shopping Cart

Buy Cart

Name	Description	License	Price	Quantity	Total	
logiHELP	Additional 10 hours of technical support. 1 year	Hours 10 h	700.00 EUR	- 1 +	700.00 EUR	DELETE
logiCVC-ML	Compact Multilayer Video Controller	1 year license	10.00 EUR	- 1 +	10.00 EUR	DELETE
TOTAL				710.00 EUR	BUY	

Quote Cart

Name	Description	License	Price	Quantity	Total	
logiBITBLT	Bit Block Transfer 2D Graphics Accelerator	1 year license	1,100.00 EUR	- 1 +	1,100.00 EUR	DELETE
logiBITBLT-50K	Additional Production Rights Additional 50K bitstreams			- 1 +		DELETE
						GET QUOTE

Listed pricing is for illustration purposes only. Please visit www.logicbricks.com and checkout the latest pricing.

Figure 3: The logicBRICKS Shopping Cart

All described web shop actions can be carried out by unregistered website visitors. Online purchasing can be finished by registered users only.

Click on the “BUY” button within the shopping cart activates registration procedure for new and unregistered buyers (Figure 4).

Login

Imagine. Combine. Implement. Today.
IP Cores for Your Low-Volume FPGA Products

Login to gain access to secure content and other services.
Xylon values your privacy, we never sell customer information. We'd like to use this contact information to determine how we might partner with you to create innovative new products. Of course you may always request to opt out of future communication. See our privacy policy for more details.

Username:
 Password:
[Forgot Password](#) [LOGIN](#)

Don't have an account?
Click the Register button to sign up for the logicbricks.com account.
[REGISTER](#)

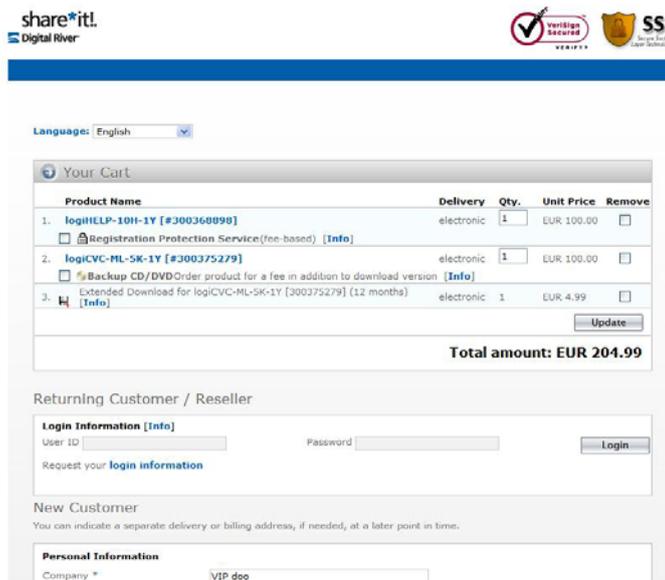
Figure 4: The Login and Registration Screen

After registration and login to the website, users get an insight into logicBRICKS Low-Volume IP Program licensing agreement provided for review.

Click on the “PROCEED” button switches purchasing procedure from Xylon’s website to the secure share-it! website. Figure 5 presents the share-it! shopping cart.

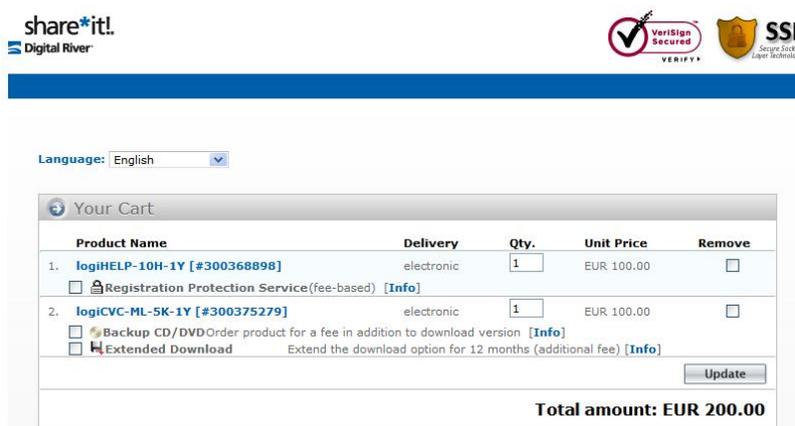
Please be noted that share-it! software automatically offers additional products besides Xylon’s logicBRICKS products: backup CD/DVD, extended download time for the selected IP core (12 months), or similar. Please remove these products (Figure 6) from the shopping cart if you do not want to buy them.

All holders of valid logicBRICKS IP license can download IP deliverables (including new IP core’s versions) directly from the Xylon’s website, from a moment of purchasing till expiration of 1, 2, or 3 years period (depending on the purchased license’s duration).



Listed pricing is for illustration purposes only. Please visit www.logicbricks.com and checkout the latest pricing.

Figure 5: The Shopping Cart on the share-it! Website (includes an additional share-it! product – Extended Download)



Listed pricing is for illustration purposes only. Please visit www.logicbricks.com and checkout the latest pricing.

Figure 6: The Shopping Cart on the share-it! Website (additional share-it! product removed)

New share-it! customers must register in order to continue with purchase proces. Xylon transfers entered customers’ information from the logicBRICKS website to the share-it! website. It speeds up purchasing procedure and makes it more convenient. Figure 7 shows the filled Personal Information for the new share-it! customer.

Xylon carefully handles customers information and details can be checked at http://www.logicbricks.com/logicBRICKS/Legal_Notices.aspx.

share-it! legal terms and conditions can be checked at www.shareit.com.

All questions about payment, etc. on the share-it! website should be addressed directly to share-it!.

Figure 7: Login at share-it!

The share-it! shopping cart also allows an insight into selected products' details – see Figure 8.

Listed pricing is for illustration purposes only. Please visit www.logicbricks.com and checkout the latest pricing.

Figure 8: Product's Details – share-it! Shopping Cart

Figure 9 shows share-it! pull-down menu for Payment Option selection allowing buyers to select preferred payment options.

Customers who do not want to use online share-it! service can contact Xylon's Sales Team directly (sales@logicbricks.com) and make regular wire transfer payments.

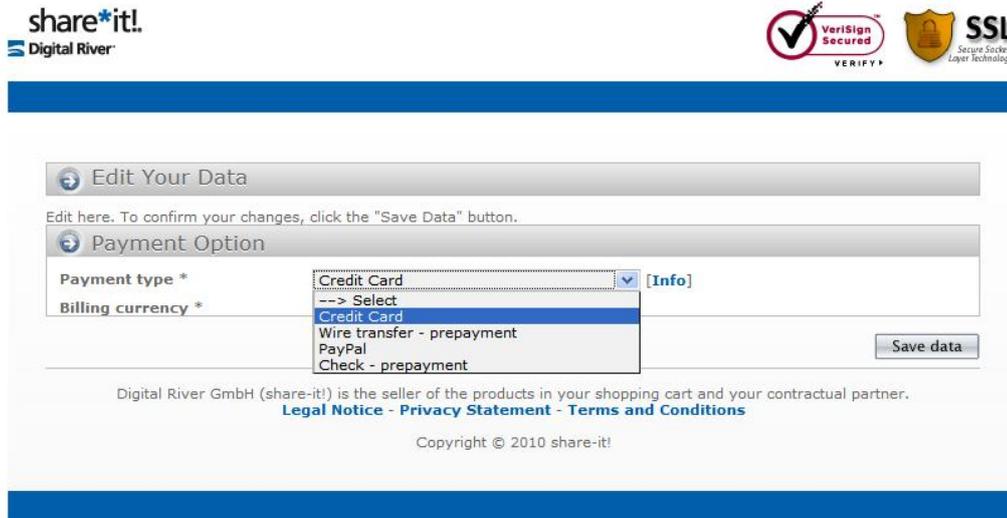


Figure 9: share-it! Payment Options

Figure 10 presents filled credit card purchase window.

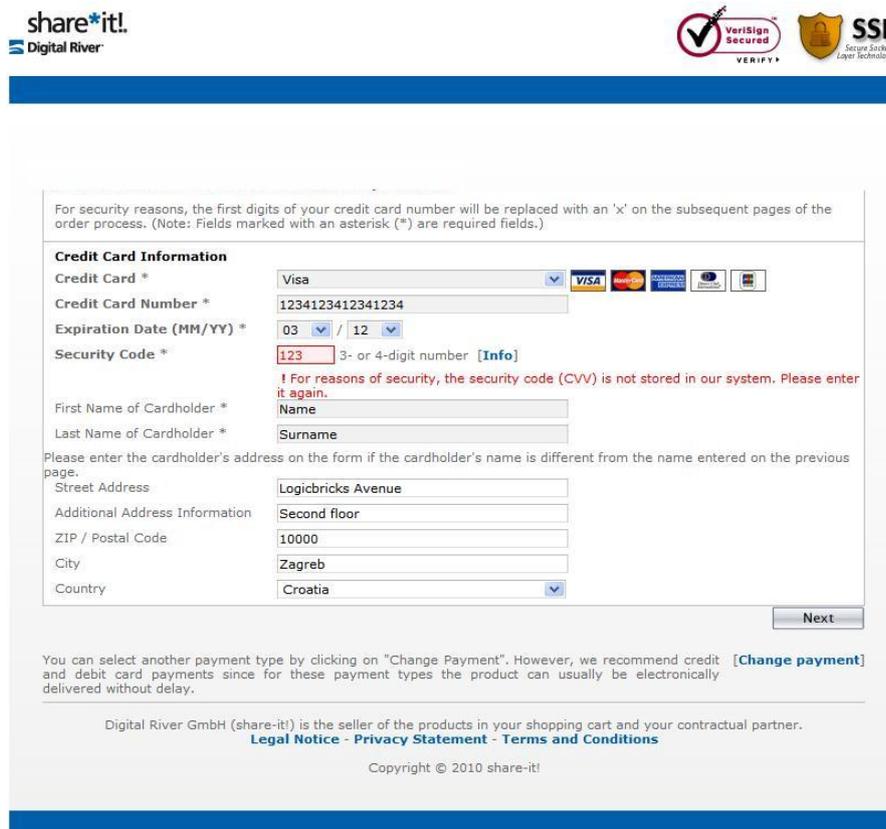


Figure 10: Credit Card Purchase

Click on the "Next" button opens the window (Figure 11 and 12) with all information related to the online purchase. Buyers may review the data and check correctness of all entries. This is the last step before an actual end of the online logicBRICKS product purchase.

Review Your Data

Please check the data you entered carefully. If you would like to make changes, click the appropriate "Edit" button. To complete your order, click "Order" below.

Billing Address
 Xylon
 Mr.
 ulica brijestova 24
 10000 zagreb
 Croatia
 +385 1 1234
 +385 1 1234
 pvidas@vip.hr
 Edit data

Delivery Address
 Xylon
 Mr.
 ulica brijestova 24
 10000 zagreb
 Croatia
 +385 1 1234
 +385 1 1234
 pvidas@vip.hr
 Edit data

The product will be licensed to Xylon

Payment Options
 Currency: Euro
 Payment Type: Credit Card
 Edit data

VERIFIED by VISA
 We support the Verified by Visa security service. You will be transferred to the card-issuing bank's Web site for this purpose, if applicable. [Info]

Credit Card:
 Visa
 xxxxxxxxxxxxxxxxxxxx *
 Expiration Date (MM/YY) 03 / 12

ulica pjesnika nema
 10000 zagreb
 Croatia

*For security reasons, the first digits of your credit card number will be replaced with an 'x' on the subsequent pages of the order process.

You are about to order the following product(s)

Product Name	Delivery	Qty.	Net	VAT	%	Gross
1. logiCVC-ML-5K-1Y [#300375279]	electronic	1	EUR 100.00	EUR 0.00	0%	EUR 100.00
						Total amount EUR 100.00

Figure 11: Purchase Data – Final Review Screen (Top)

You are about to order the following product(s)

Product Name	Delivery	Qty.	Net	VAT	%	Gross
1. logiCVC-ML-5K-1Y [#300375279]	electronic	1	EUR 100.00	EUR 0.00	0%	EUR 100.00
						Total amount EUR 100.00

Additional Information

share-it! newsletter
 Yes, please keep me informed about product updates, upgrades, special offers and pricing via e-mail. I understand that I can opt out of receiving the newsletter at any time.
 HTML version Text version

Publisher's newsletter
 Yes! Please keep me informed about this publisher's product updates, upgrades, special offers and pricing via e-mail. I understand that I can opt out of receiving the newsletter at any time.

Terms and Conditions
 By clicking on the following button, I accept Digital River GmbH's [Terms and Conditions](#) and [Privacy Statement](#). I agree that my personal information will be transferred to the Digital River group in the United States or other countries that may have less protective data protection laws than the region in which I am situated. I understand that no matter where my personal data is transferred to, it will be protected by the terms of Digital River GmbH's [Privacy Statement](#).

Order

VERIFIED by VISA
 We support the Verified by Visa security service. You will be transferred to the card-issuing bank's Web site for this purpose, if applicable. [Info]

Listed pricing is for illustration purposes only. Please visit www.logicbricks.com and checkout the latest pricing.

Figure 12: Purchase Data – Final Review Screen (Bottom)

Click on the “ORDER” button finalizes the purchasing procedure – see Figure 13.

The described procedure is common for logicBRICKS IP cores that include downloadable deliverables and logiHELP technical support package with no deliverables. There are small differences in licensing procedures for these two product types. The following paragraphs describes the licensing procedures.

Step-to-Step: logicBRICKS IP Cores Downloading and Licensing

Purchased logicBRICKS IP cores can be quickly downloaded either from the share-it!'s or from Xylon's logicBRICKS website. Downloaded IP deliverables require valid license for activation. This paragraph explains all required steps from product's purchase till its activation:

- share-it! provides a download link on the web (Figure 13) and sends an e-mail with downloading instructions for a further reference. Additionally it sends an e-mail about payment information enclosing invoice in PDF format
- Xylon sends a confirmation mail with instructions for download and license activation
- Buyer follows IP activation link and visits the logicBRICKS website, provide his/her unique MAC address or Sun Host ID to the Xylon, and Xylon replies with an e-mail with a valid license key in attachment
- Buyer unpacks the license key provided in compressed ZIP format, installs the key on his/her working station
- logicBRICKS IP core is ready for use by Xilinx Platform Studio and the EDK integrated software tools

Licensing procedure can be finished in several minutes.

share-it! Downloading Instructions

Click on the "Order" button (Figure 12) finalizes purchasing procedure. share-it! provides the downloading link in the format presented by Figure 13. This link connects to the share-it! website and stays active for 30 days.

Please be noted that extended download (Figure 5 and 6) from the share-it! website is redundant, since Xylon provides download during a whole period covered by a valid license. logicBRICKS IP users may find the latest IP versions on Xylon's website.

The screenshot shows the share-it! Digital River order confirmation page. At the top, there is a blue banner with the text "Secure order process" and a link "[Click here for security info]". Below the banner is a progress bar with four stages: "Customer information", "Additional information", "Review and submit", and "Finished!". The "Finished!" stage is highlighted with a blue background and a checkmark icon.

Thank you for your order!

Thank you for your order from share-it!

We value you as a customer and look forward to serving you again in the near future.

Below you will find specific information pertaining to your order. We have received your order. Please note your reference number, which is used to identify your order: REF# **324918855**. You will receive a separate order confirmation by e-mail.

Purchase Information:

logiCVC-ML-5K-1Y (#300375279) 1 Unit(s)

- **Download the full version**

You can download the product at:

<http://dl.element5.com/d/5c6cd9365f7ab442/4BD9661C/200088198/logiTEST.txt>

File Size: 44 bytes

Download Time:

- Modem/ISDN: ~1 min.
- DSL/Cable (1/8/16Mbit): ~1 / 1 / 1 min.

The link is valid until: 29-APR-2010.

[Print invoice](#)

Figure 13: Finalized logicBRICKS Purchase – Download Instructions

In addition, share-it" sends downloading instructions by e-mail:

Subject: Download Link for "logiCVC-ML-5K-1Y" (share-it! order number 324918855)

share-it! order number: 324918855

This e-mail was generated by a mail handling system. Please do not reply to the address listed in the "From" field.
Please read the CUSTOMER SERVICE section for answers to your questions.

We recommend that you make a backup copy of this e-mail (e.g. print out a hard copy).

Dear Mr. Customer,

Thank you for placing an order with share-it!. You have purchased a product by Xylon.

Contents:

- A. Brief information on product delivery
- B. Details for product delivery for logiCVC-ML-5K-1Y
- C. Technical Support
- D. Customer service

... (the rest of the e-mail deleted)

share-it! also sends an e-mail including payment information and enclosed invoice in the PDF format.

Subject: Payment information (share-it! order no. 324918855)

share-it! order number: 324918855

This e-mail was generated by a mail handling system. Please do not reply to the address listed in the "From" field.
Please read the CUSTOMER SERVICE section for answers to your questions.

Dear Mr. Customer,

Thank you for placing an order with share-it!.

Your credit card (Visa) has been debited with EUR 100.00.
Please note that your card statement will list "DRI*WWW.ELEMENT5.INFO"

You will receive detailed information on the delivery in a separate e-mail that was sent at the same time as this e-mail.

The PDF attachment to this e-mail includes an order confirmation.

... (the rest of the e-mail deleted)

Xylon Downloading and Licensing Instructions

Xylon sends an e-mail confirming payment and downloading information received from share-it! This e-mail contains detailed downloading instructions for IP core deliverables and link to the logicBRICKS web page for IP license activation.

Subject: Payment information

 This e-mail was generated by an automated mail system. Please do not reply to the address listed in the "From" field.
 Please read the CUSTOMER SERVICE section for answers to your questions.

 We recommend that you make a backup copy of this e-mail (e.g. print out a hard copy).

Dear Customer,
 Thank you for purchasing a Xylon product.

 Contents:
 A. Brief information on received purchase
 B. Details for product delivery
 C. Customer service and technical support

 ... (the rest of the e-mail deleted)

Xylon – IP core’s license activation

Downloaded IP deliverables become active only with a valid logicBRICKS license key. The key must be activated on Xylon’s website. Customers should follow a link provided in the previous Xylon’s e-mail (www.logicbricks.com/Product/IPCoreProducts) to the web page presented by Figure 14.

Buyer and user of Xylon’s logicBRICKS IP cores can check a full list of all purchased logicBRICKS products and status of every associated license.

Inactive licenses can be activated by a click to provided hyperlinks (“Activate”) available in every table’s row listing an inactive logicBRICKS product.

IP Core Products



Product ID	Product Name	License	Status	
01-00100-10-00501	logiAHA	1 year license	Activated	
01-00006-10-01002	logiBAYER	2 years license	Not Activated	Activate
01-00001-10-00501	logiCVC-ML	1 year license	Not Activated	Activate

Figure 14: logicBRICKS Website – A List of Purchased logicBRICKS Products

Click to the hyperlink “Activate” opens a dialog box (Figure 15). User must provide his/her unique MAC address or Sun Host ID on click on the “SUBMIT” button. The Low-Volume logicBRICKS IP license is a single-seat development license.



MAC Address
 Sun Host ID

Figure 15: Unique Buyer’s Data Entry Dialog Box

Xylon replies with a generated unique license key attached to the following e-mail. The license key is archived in the file `core_license_full.xylon`, which is actually ZIP compressed archive. Since `.zip` files may be rejected by firewalls, Xylon provides the license key file with extension `.xylon` in order to assure safe e-mail delivery. logicBRICKS IP users must rename the key file's extension from `.xylon` to `.zip` before use.

Please be noted that Xylon delivers license key file named `core_license_full.RenameExtensionToZip` for both, fully licensed logicBRICKS and evaluation logicBRICKS IP cores.

Subject: Xylon Core License Delivery



**** THIS IS AN AUTOMATICALLY GENERATED EMAIL ****

Please do not reply to this message. All requests for support should be directed [here](#).

This email contains the license(s) for the core(s) you requested. It enables you to use the core(s) at the level authorized by the **License Type** indicated in the [table](#) at the bottom of this page.

A *full* license allows you to use the core in **Full Access** mode.

The IP core licenses are provided in a ZIP archive attached to this e-mail.

NOTE:

Some e-mail systems may strip out attached ZIP archives.

If you encounter this issue with your e-mail system, you can alternatively download the license archive by clicking [here](#). You must access this download by: **April 1, 2010**. After this date, the license archive will be removed from the website.

- For instructions on how to install the licenses on the machine identified by the Host ID used to generate the licenses, click [here](#).
- For the list of license(s) generated and additional information, click [here](#).

1.1.1 Installing the licenses on your machine

- **On WINDOWS platforms**

Rename the attached `.RenameExtensionToZip` file to `.zip` file. Unzip the `.zip` file into **C:** using any unzipping utility, e.g. **WINZIP**. Be sure to preserve the directory structure when extracting the licenses. (With WinZip, this means you need to enable the "Use folder names" option.)

If you do not have a C: drive or you cannot write into it, use whatever drive is pointed to by your **HOMEDRIVE** environment variable.

Never install in both **C:** and **HOMEDRIVE**.

- **On Solaris/Linux platforms**

Rename the attached `.RenameExtensionToZip` file to `.zip` file. Unzip the `.zip` file into your **HOME** directory. If you do not have a unzipping utility, you can try entering the following commands in a

shell set up to run the **XILINX ISE** tools.

```
# Move to the HOME directory
unix-shell> cd
# Unzip license file
# Use 'lin' instead of 'sol' for Linux platforms
unix-shell> $XILINX/bin/sol/unzip core_licenses_full.zip
```

1.1.2 Additional Licensing Information

- Please preserve this licensing email for future reference and support.
- Once the license is installed, you can access the core through the EDK. Installing the license does not automatically change the licensing status of the cores in your design bitstream. You must also regenerate your licensed cores, re-implement your design, and regenerate the bitstream.
- The licenses will expire as indicated in the table below. A dash ("-") symbol in the Expiry Date column of the table indicates that the license does not expire.

Licenses for the following cores are included:

Core Name	Feature ID	License Type	Expiry Date
	ip_xap_349logibayer	full	03/09/2013
Host ID	021033AABBCC		

- **NOTE!**
When the **Host ID** field is specified in the table above, this indicates that:
 - the license archive must be installed on the machine identified by that Host ID
 - once installed, the license will allow you to generate the core(s) listed above only on that specific machine.

Need Help? Please contact Xylon Technical Support with your questions [here](#).

Step-to-Step: logiHELP Tech Support Licensing

Xylon provides packages of additional technical support (logiHELP) that do not include any deliverables. Nevertheless, such products also require a valid license.

All logicBRICKS products can be purchased online as it is being described in paragraph "Step-to-Step: Online Purchase". Click to the "Order" button (Figure 14) finalizes purchase.

This paragraph explains all required steps from the logiHELP's purchase till its activation:

- share-it! online (Figure 16) provides the license key that grants access to Xylon's technical support and sends e-mails to confirm purchase and the license key
- Xylon sends e-mails confirming the purchase and the license key
- logiHELP technical support package is ready for use

Licensing procedure can be finished in several minutes.

share-it! Licensing Instructions

share-it! confirms the order and provides an information window (Figure 16) that includes a license key for purchased logiHELP product:

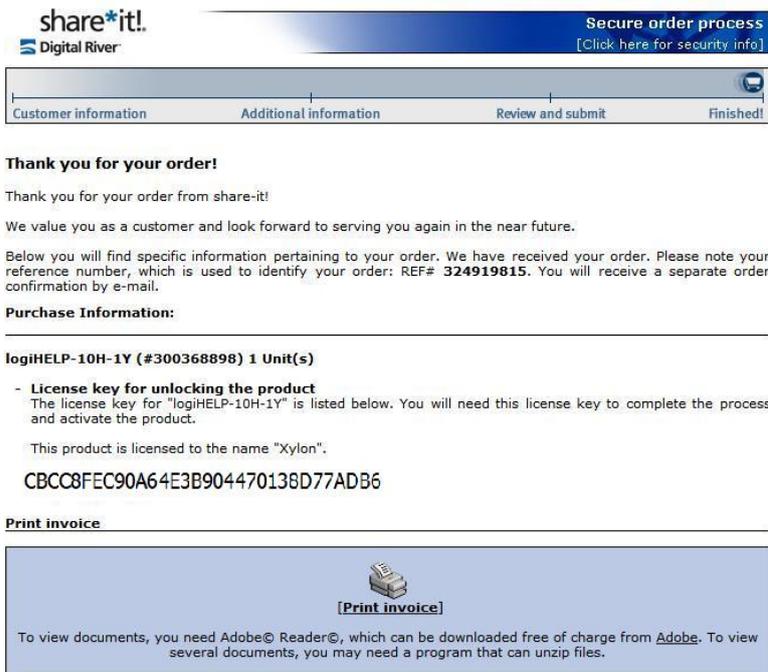


Figure 16: Order Confirmation for the logiHELP

share-it! also sends an e-mail including payment information and enclosed invoice in the PDF format:

Subject - Payment information (share-it! order no. 324919815)

```

*****
share-it! order number: 324919815
*****
This e-mail was generated by a mail handling system. Please do not reply to the address listed in
the "From" field.
Please read the CUSTOMER SERVICE section for answers to your questions.
*****

```

Dear Mr. Customer,

Thank you for placing an order with share-it!.

Your credit card (Visa) has been debited with EUR 100.00. Please note that your card statement will list "DRI*WWW.ELEMENT5.INFO"

You will receive detailed information on the delivery in a separate e-mail that was sent at the same time as this e-mail.

The PDF attachment to this e-mail includes an order confirmation.

... (the rest of the e-mail deleted)

, as well as the license key:

Subject: License Key for "logiHELP-10H-1Y" (share-it! order number: 324919815)

share-it! order number: 324919815

This e-mail was generated by a mail handling system. Please do not reply to the address listed in the "From" field. Please read the CUSTOMER SERVICE section for answers to your questions.

We recommend that you make a backup copy of this e-mail (e.g. print out a hard copy).

Dear Mr. Customer,

Thank you for placing an order with share-it!. You have purchased a product by Xylon.

Contents:

- A. Brief information on product delivery
B. Details for product delivery for logiHELP-10H-1Y
C. Technical Support
D. Customer service

... (the rest of the e-mail deleted)

Xylon Licensing Instructions

Xylon also sends purchase and license key activation confirmation e-mails:

Subject : Purchase Information

This e-mail was generated by an automated mail system. Please do not reply to the address listed in the "From" field. Please read the CUSTOMER SERVICE section for answers to your questions.

We recommend that you make a backup copy of this e-mail (e.g. print out a hard copy).

Dear predrag vidas,

Thank you for purchasing a Xylon product.

Contents:

- A. Brief information on received purchase
B. Details for product delivery
C. Customer service and technical support

Subject - License Key Activation

This e-mail was generated by an automated mail system. Please do not reply to the address listed in the "From" field.

Dear Customer,
Thank you for purchasing a Xylon product!
We would like to inform you that your license key:

CBCC8FEC90A64E3B904470138D77ADB6

for the following product:

Product ID Product Name

06-00001-10-01001 logiHELP-10H-1Y

was successfully verified and activated. You can use your product under the terms of the license agreement.
... (the rest of the e-mail deleted)

Revision History

Version	Date	Note
1.00	30.03.2010.	Initial release.



Xylon d.o.o.
Fallerovo setaliste 22,
10000 Zagreb, Croatia
www.logicbricks.com

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All other trademarks and registered trademarks are the property of their respective owners.