Intuiface's Cloud-based Infrastructure

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Document scope and content

This document describes:
- four Intuiface usage models, from the most open model (where all Intuiface cloud-based services are used) through the most closed model (where none are used).
- global architecture for the Intuiface Cloud Infrastructure
- links and dataflow between Intuiface Player, Composer, and various servers
- how and where Intuiface data are stored
- all endpoints reachable by Intuiface Player and Composer.

To understand this document:
The Intuiface platform has three licensable products: Intuiface Composer, Intuiface Player and Intuiface Analytics. Composer is the editor and it is used to create experiences. (Experiences contain all content, primarily media, code and metadata files). Player is the runtime and it is used to run experiences. Composer runs on Windows PCs while Player runs on multiple operating systems. Analytics runs in the cloud (For more about Composer, Player, and Analytics, see our Overview page). Composer and Player can be used without Internet access. However, several features – like Analytics - are only available if access to various Intuiface servers is granted. These servers are collectively referred to as the Intuiface Cloud Infrastructure within this document.

Summary of Intuiface Usage Models

Intuiface's infrastructure requirements are quite flexible. As a result, multiple options are available, enabling selection of the one most appropriate for a given set of IT restrictions and preferences. The following four scenarios are examples of possible Intuiface usage models, from the most open model (where all Intuiface cloud-based services are used) through the most closed model (where none are used).

Full Cloud
Use Intuiface Cloud Storage or a private Amazon S3 bucket to store published Intuiface experiences. (Intuiface projects are referred to as “experiences”.) All Intuiface cloud services such as remote experience deployment onto Player as well as Analytics are available.

Hybrid
Use an in-house FTP/FTPS server behind a firewall to store published Intuiface experiences, while still taking advantage of all Intuiface cloud services such as remote experience deployment onto Player as well as Analytics. Both Composer and Player must have access to the FTP/FTPS server.

No Experience Publishing
Experiences are not published to the Intuiface Cloud, an Amazon S3 bucket, or an FTP/FTPS server. Intuiface experiences are deployed either manually or via in-house automated means. All devices running Composer and Player have at least occasional access to the Internet, so their licenses can be
checked and renewed when required. Players can use Analytics; locally stored data points are sent to the Analytics server when Player has access to the Internet.

**Offline**

Intuiface experiences are managed using a LAN file system and deployment onto Player is an in-house responsibility. (With Players offline, it is not possible to remotely deploy to them or manage them). Also unusable is Analytics and any of the cloud-hosted social media platforms supported by Intuiface. **Intuiface’s offline licensing option** is also required, involving manual license requests submitted to Intuiface Technical Support. All in all, about 80% of Intuiface capabilities will be accessible. (Still impressive by any measure!)
Introduction and Global Architecture

The Intuiface Cloud Infrastructure can be broken down into three distinct cloud-based components:

1. Intuiface Cloud Storage: Stores and manages experiences published to cloud storage provided by Intuiface. (Alternatively, experiences can be stored on a private Amazon S3 bucket or on a in-house FTP/FTPS server).
2. Intuiface Business Management Infrastructure (IBMI): Manages Intuiface user information, metadata for published experiences, and all business-related processes.
3. Intuiface Analytics Management Infrastructure (IAMI): Manages and stores data points collected by Analytics feature.

These three components are outlined in red in the global architecture diagram below:

For an overview of how Intuiface works, visit our online Overview page

Global security considerations

Intuiface Cloud Infrastructure is entirely based on Amazon Web Services (AWS), which offers a high level of information security (confidentiality, integrity and availability) as demonstrated by several security-related certifications (including ISO27001, SOC 1, SOC 2, SOC 3).
All Intuiface Cloud Infrastructure traffic uses https. Starting with version 6.1.6, Players and Composer are using encryption protocol TLS1.2. Player and Composer only need outbound connections so only outbound port 443 must be opened for Intuiface Composer and Player to access Intuiface servers. No inbound connection is used by Player and Composer.

Intuiface’s entire AWS infrastructure is protected by the AWS Firewall, and all data are encrypted at rest.

Authentication on my.intuiface.com is done:
- with both email address of the account and the account password. The password must be:
  - either at least 8 chars long with 4 classes of chars (lowercase, uppercase, digit and special chars)
  - or 16 chars long with at least 2 different classes of chars
    Passwords are not stored in my.intuiface.com. Only their salted hashes are stored in the server.
- using SSO and SAML 2.0 for enterprise account as described in this article [Logging in using SSO (Single Sign-On)](https://my.intuiface.com)

Server status can be monitored at [status.intuiface.com](https://status.intuiface.com). On that site one can register for notification about server issues – via text message or email – in real-time. See [Track Status of Intuiface Cloud Services](https://my.intuiface.com) for more information.

**NOTE:** Intuiface received its ISO/IEC 27001:2013 certification in April 2020. Both Intuiface Player and Composer, Intuiface Cloud Storage, Intuiface Business Management Infrastructure (IBMI), and Intuiface Analytics Management Infrastructure (IAMI) are within the scope of this certification.

### Intuiface Experience Storage

If a user wishes to publish an Intuiface experience – a prerequisite for sharing and remotely deploying that experience - three storage options are available: Intuiface Cloud Storage, a user-configured Amazon S3 bucket, or a user-configured FTP/FTPS server.

Documentation for [how to select and configure the preferred Intuiface experience storage option](https://my.intuiface.com) can be found online.

Intuiface experiences do not have to be published to be deployed to other devices. See our article about [how to deploy unpublished experiences](https://my.intuiface.com) for details.

Intuiface Experience Storage does not retain a history of experience versions. Only the most recently published instance of an experience is saved. As a result, experience versions should be backed-up from the Windows PC on which they have been edited in Composer using an independent, user-driven process.
Intuiface Cloud Storage (default option)

Intuiface Cloud Storage is built on top of Amazon S3 (Simple Storage Service) and uses Amazon IAM services. The Amazon S3 region closest to the country of a given Intuiface account (determined via GeoIP) is selected as the content storage location for experiences published by that account. The closest Amazon S3 region is determined during the first experience publish for the account.

Amazon S3 storage is designed for high integrity and availability. According to Amazon, the durability of each file is 99.999999999%\(^1\) and availability is 99.99%.

In order to retrieve or update an experience, the user must use Composer or Player; there are no external links to the experience or its content.

For the United States, regardless of an account's location, us-east-1 is used for the AWS region.

Upon request sent to support.intuiface.com, the default cloud storage location of an Intuiface account can be changed to some other location.

To use Intuiface Cloud Storage, Player and Composer must be permitted to access the domain amazonaws.com. Alternatively, you may restrict access to the URLs listed in the table below.

The following table lists the default locations of Intuiface storage per country or world region as well as their domains.

<table>
<thead>
<tr>
<th>Region in the world</th>
<th>Default Location of Intuiface Storage</th>
<th>Domain used by Intuface</th>
</tr>
</thead>
<tbody>
<tr>
<td>US + Central-America</td>
<td>US (North Virginia)</td>
<td>s3.us-east-1.amazonaws.com</td>
</tr>
<tr>
<td>Canada</td>
<td>Canada (Montreal)</td>
<td>s3.ca-central-1.amazonaws.com</td>
</tr>
<tr>
<td>South-America</td>
<td>Brazil (Sao Paulo)</td>
<td>s3-sa-east-1.amazonaws.com</td>
</tr>
<tr>
<td>Europe</td>
<td>Germany (Frankfurt)</td>
<td>s3.eu-central-1.amazonaws.com</td>
</tr>
<tr>
<td></td>
<td>Ireland</td>
<td>s3-eu-west-1.amazonaws.com</td>
</tr>
<tr>
<td></td>
<td>Great-Brittan (London)</td>
<td>s3.eu-west-2.amazonaws.com</td>
</tr>
<tr>
<td></td>
<td>France (Paris)</td>
<td>s3.eu-west-3.amazonaws.com</td>
</tr>
<tr>
<td>Japan area</td>
<td>Japan (Tokyo)</td>
<td>s3-ap-northeast-1.amazonaws.com</td>
</tr>
<tr>
<td>Korea area</td>
<td>Korea (Seoul)</td>
<td>s3-ap-northeast-2.amazonaws.com</td>
</tr>
<tr>
<td>India area</td>
<td>India (Seoul)</td>
<td>s3.ap-south-1.amazonaws.com</td>
</tr>
<tr>
<td>Singapore area</td>
<td>Singapore</td>
<td>s3-ap-southeast-1.amazonaws.com</td>
</tr>
<tr>
<td>including China</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANZ area</td>
<td>Australia (Sydney)</td>
<td>s3-ap-southeast-2.amazonaws.com</td>
</tr>
</tbody>
</table>

All Intuiface experiences stored in Intuiface Cloud Storage are storage-level encrypted (at-rest encrypted) using Amazon S3-Managed Keys (SSE-S3), based on AES 256-bit cypher.

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\(^1\) This means that if your 1000 experiences each 1000 different files, you will – on average - only lose a file every 100 000 years.
The access to experiences stored in Intuiface Cloud Storage is based on AWS Security Token Service. Players/Composer can access only to experiences owned by the Intuiface account associated with the Player/Composer license (or shared with the Intuiface account).

**User-configured Amazon S3 bucket**

This is similar to Intuiface Cloud Storage but the bucket is created, managed and paid for by the user's organization. Refer to [creating an AWS S3 bucket to store your experiences](#) to understand how to create such Amazon S3 bucket as well as to enhance security by restricting IP access to the Amazon S3 bucket. When using a private Amazon S3 bucket, you may use one of five additional regions:

- South-Africa,
- Bahrain,
- USA: Oregon,
- USA: Ohio,
- USA: North California

Amazon S3 storage was designed for high durability and availability. According to Amazon, the durability of each file is $99.999999999\%$\(^2\). Availability is 99.99%.

**User-configured FTP/FTPS server**

A user-configured FTP/FTPS server can be located behind a firewall, in the LAN, or on the Internet. Due to the various implementation options available for FTP/FTPS servers, IT skills are required for successful configuration. FTP/FTPS server must also be appropriately sized – with particular focus on bandwidth – to accommodate large deployments with multiple Players making simultaneous requests.

**Intuiface Business Management Infrastructure (IBMI)**

All user and Intuiface experience metadata are stored in an AWS RDS (Relational Database Service) database, an AWS managed database, located in the eu-west-1 region of Europe. These metadata include:

- Intuiface account email & password (salted-hashed sha256)
  - Includes company name, user first and last name, alternate contact email address
- User ID for the Intuiface account,
- Billing information if the user has purchased the product online using a credit card (only the last four last digits and expiration date of a credit card are stored)
  - Includes list of invoices
- License information

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\(^2\) This means that if your 1000 experiences contain each 1000 different files, you will – on average - only lose a file every 100 000 years.
Includes License ID, Device ID, Intuiface application name, and Intuiface application version
Collectively named the Intuiface ID (IF-ID)
Also includes name of the device on which the license is in use

List of cloud storage connectors (Storage-ID):
- If Intuiface Cloud Storage: its location
- If FTP/FTPS or Amazon S3: encrypted credentials and its location

List of cloud-stored experiences. For each experience:
- Includes Intuiface Experience ID, Intuiface Experience name, Intuiface Experience size, Intuiface Experience initial scene snapshot image, collectively named the Intuiface Experience Metadata (IF-XP)
- Also includes the Storage ID of the storage option associated with the experience

All user and Intuiface experience metadata are storage-level encrypted (at-rest encrypted) using AWS RDS default encryption key of Intuiface.

Experience publishing and downloading flows

- In response to a Publish request, Composer retrieves experience storage temporary credentials from sharing.intuilab.com then directly accesses the user's storage environment and publishes all of the required files that are part of an Intuiface experience (.ifx, .ifx.json and all media).
- In response to a Download request, Composer or Player retrieves experience storage temporary credentials from sharing.intuilab.com then directly accesses the user's storage environment and downloads all of the required files that are part of an Intuiface experience (.ifx, .ifx.json and all media).
- In response to the Deployment (or Push) of an experience to a Player, initiated via the Intuiface Share and Deploy console (https://my.intuiface.com/shareanddeploy/#/devices), a command is prepared to be read by the Player. Player (or the Player Agent on Windows devices) regularly polls commands at monitoring.intuilab.com. When an Experience Deployment (or Push) command is waiting, Player interprets the command and retrieves experience storage temporary credentials from sharing.intuilab.com then directly accesses the user's storage environment and downloads all of the required files that are part of an Intuiface experience (.ifx, .ifx.json and all media).
- Temporary credentials delivered to Composer or Player remain available for a limited amount of time for security reasons.

An experience is never stored nor ever transits through IBMI. IBMI’s main responsibility is to establish a proper connection between the Intuiface Experience Storage where a particular experience is stored and a Composer or Player instance where this experience is authored or played.

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3 Intuiface optimizes the publish/download process by only uploading/downloading files that have been modified, added, or deleted from an experience.
Intuiface Analytics Management Infrastructure (IAMI)

The Intuiface Analytics Management Infrastructure exists to support the Analytics feature. It gathers and collates user-specified data collected by Intuiface Player, as well as facilitates data-based chart and dashboard creation for measuring and monitoring user-defined KPIs (key performance indicators).

IAMI servers are located on AWS in the us-east-1 region of the United States.

Information collected by an Intuiface experience when using the Intuiface Analytics feature - i.e. the Intuiface ID and all data point content - are stored in a MongoDB database hosted on www.mongodb.com/cloud/atlas which, in turn, is running on AWS in the us-east-1 region of the United States.

List of all services used by Intuiface

Web sites used for Intuiface

<table>
<thead>
<tr>
<th>Web site</th>
<th>Intuiface Subdomain</th>
<th>Service Description</th>
<th>Cloud Infrastructure</th>
<th>Also Requires Access To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public website</td>
<td><a href="https://www.intuiface.com">https://www.intuiface.com</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management Console</td>
<td><a href="https://my.intuiface.com">https://my.intuiface.com</a></td>
<td>User account and license management, license purchase, experience deployment, experience sharing, access to collected data points</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td>Support site</td>
<td><a href="https://support.intuiface.com">https://support.intuiface.com</a></td>
<td>Intuiface Support site and Help Center (documentation)</td>
<td></td>
<td><a href="http://www.intuiface.com">www.intuiface.com</a> (for pricing &amp; purchase)</td>
</tr>
<tr>
<td>User Community</td>
<td><a href="https://community.intuiface.com">https://community.intuiface.com</a></td>
<td>Open discussions within and among the Intuiface user community</td>
<td></td>
<td><a href="https://my.intuiface.com">https://my.intuiface.com</a> (for single sign-on)</td>
</tr>
</tbody>
</table>

Services used by Composer and Player

This set of subdomains has been designed so the Intuiface user's Enterprise IT authority may decide which, if any, subdomain to block using their organization's firewall. Of course, preventing access to a subdomain will prevent usage of the features it enables.

NB: All services listed below require the URL https://license.intuilab.com to be accessible. If not accessible, no other service will be available.
<table>
<thead>
<tr>
<th>Intuiface Service</th>
<th>Intuiface Subdomain</th>
<th>Service Description</th>
<th>Data Exchanged Across Firewall</th>
<th>Used by</th>
<th>Cloud Infrastructure</th>
<th>Also Requires Access To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows installers</td>
<td><a href="https://data.intuilab.com">https://data.intuilab.com</a></td>
<td>Download of installers for Composer and Player on Windows</td>
<td>Installers</td>
<td>Any web browser.</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Composer &amp; Player can also download and run their latest installer if manually instructed to do so.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Android Player installers</td>
<td>android.intuiface.com</td>
<td>Download of installers for Android Player</td>
<td>Installers</td>
<td>Any Web browser.</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td>Other Player installers</td>
<td>sssp.intuiface.com, webos.intuiface.com, brightsign.intuiface.com</td>
<td>Download of installers for Player on Non-Windows/Android devices</td>
<td>Installers</td>
<td>SSSP / LG webOS / BrightSign devices</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td>Licensing</td>
<td><a href="https://license.intuilab.com">https://license.intuilab.com</a></td>
<td>License activation, license check and login</td>
<td></td>
<td>Player &amp; Composer</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td>Composer &amp; Player on Windows update</td>
<td><a href="https://update.intuilab.com">https://update.intuilab.com</a></td>
<td>Information about update availability.</td>
<td>IF-ID</td>
<td>Player &amp; Composer</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td></td>
<td></td>
<td>There is no auto-update feature. This service is limited to update availability notification.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience publish &amp; download</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
<td></td>
<td></td>
<td>Player &amp; Composer</td>
<td></td>
<td>IBMI</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• IF-ID</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• IF-XP</td>
<td></td>
<td></td>
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<tr>
<td>Intuiface Service</td>
<td>Intuiface Subdomain</td>
<td>Service Description</td>
<td>Data Exchanged Across Firewall</td>
<td>Used by</td>
<td>Cloud Infrastructure</td>
<td>Also Requires Access To</td>
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<td>---------</td>
<td>----------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Player restart</td>
<td><a href="https://monitoring.intuilab.com">https://monitoring.intuilab.com</a></td>
<td>Remote deployment of Intuiface experiences</td>
<td>• IF-ID</td>
<td>Player</td>
<td>IBMI</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
</tr>
<tr>
<td>PC reboot</td>
<td></td>
<td></td>
<td>• IF-ID</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Player monitoring</td>
<td></td>
<td></td>
<td>• Computer Name</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Player event</td>
<td></td>
<td></td>
<td>• Player Events (i.e. start, reboot)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>monitoring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketplace</td>
<td><a href="https://s3-eu-west-1.amazonaws.com">https://s3-eu-west-1.amazonaws.com</a></td>
<td>Access to free and for-sale experiences published by Intuiface and other sellers</td>
<td>• IF-ID</td>
<td>Player &amp; Composer</td>
<td>IBMI</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
</tr>
<tr>
<td>Analytics</td>
<td><a href="https://analytics.intuilab.com">https://analytics.intuilab.com</a></td>
<td>Storage of data points</td>
<td>• IF-ID</td>
<td>Player &amp; Composer</td>
<td>IAM</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
</tr>
<tr>
<td>Information</td>
<td><a href="https://services.intuilab.com">https://services.intuilab.com</a></td>
<td>Information displayed in the Composer's Messaging Window</td>
<td>• IF-ID</td>
<td>Composer</td>
<td>IBMI</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
</tr>
<tr>
<td>notification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crash reports</td>
<td><a href="https://diag.intuilab.com">https://diag.intuilab.com</a></td>
<td>Used by Intuiface Customer Support</td>
<td>• IF-ID</td>
<td>Composer &amp; Player (before v6.3)</td>
<td>IBMI</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
</tr>
<tr>
<td></td>
<td><a href="https://sentry.intuilab.com">https://sentry.intuilab.com</a></td>
<td></td>
<td>• Crash Stack</td>
<td>Composer &amp; Player (starting with v6.3)</td>
<td>IBMI</td>
<td><a href="https://sharing.intuilab.com">https://sharing.intuilab.com</a></td>
</tr>
<tr>
<td>Intuiface Service</td>
<td>Intuiface Subdomain</td>
<td>Service Description</td>
<td>Data Exchanged Across Firewall</td>
<td>Used by</td>
<td>Cloud Infrastructure</td>
<td>Also Requires Access To</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
<td>------------------------</td>
</tr>
</tbody>
</table>
| Third party services proxy                | https://social.intuilab.com | Used as proxy server for Twitter, Weather, GeoIP                                       | • Search string for Twitter feeds  
• City/zip code for weather  
• IP address for geolocation                                                     | Composer & Player     | AWS us-east-1         |                        |
| API Explorer                              | https://api-explorer.intuiface.com |                                                                                        | • IF-ID  
• API Request URL  
• .ifd descriptor                                                | Composer v6.0 and later  
Composer before v6.0 | AWS us-east-1         |                        |
| Email as a service                        | https://services.intuilab.com |                                                                                        | • IF-ID  
• Email fields: from/to/subject/body/attachment(s)                                 | Composer & Player     | IBMI                  |                        |
| Template & Design Accelerator Download    | https://data.intuilab.com   | Download templates and design accelerators into Composer                               |                                                                                | Composer              | IBMI                  |                        |
| Am I online?                              | https://license.intuilab.com/isonline.html | Internet connectivity check                                                          |                                                                                | Player & Composer     | IBMI                  |                        |
| Web Triggers                              | https://webtriggers.intuilab.com | Enables Player to receive a message from any device on the Internet (v6.2 and later) | • IF-ID  
• associated tags using Web Sockets on https port (443) | Player & Composer     | AWS us-east-1         |                        |
## Services associated with Third Party URLs

<table>
<thead>
<tr>
<th>Intuiface Service</th>
<th>Third Party URL</th>
<th>Service Description</th>
<th>Used by</th>
<th>Cloud Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map Collection</td>
<td>Mapbox: <a href="https://api.mapbox.com">https://api.mapbox.com</a></td>
<td>Get map content when using the Map Collection for either of Intuiface's two map providers, Mapbox and Bing Maps</td>
<td>Composer &amp; Player</td>
<td>Mapbox (mapbox.com) Bing Maps (bing.com/maps)</td>
</tr>
<tr>
<td></td>
<td>Bing Maps: <a href="http://ecn.t%5B1-4%5D.tiles.virtualearth.net/">http://ecn.t[1-4].tiles.virtualearth.net/</a></td>
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<tr>
<td>YouTube Asset</td>
<td>Any YouTube URL</td>
<td>Display a video in the YouTube Asset</td>
<td>Composer &amp; Player</td>
<td>YouTube</td>
</tr>
</tbody>
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Document updates

- 30-March-2021:
  - Fix minor error for the url used by the API explorer
  - Minor additions in the § Global security considerations
- 30-June-2020:
  - Document reorganization to better describe the Intuiface Platform
  - Additional details were added
- 12-June-2020:
  - Updating Intuiface Cloud Storage section, with a new storage located in France
- 18-May-2020:
  - Adding how to enhance security by restricting IP access to a user-configured Amazon S3 bucket
- 12-May-2020:
  - Document reorganization to better describe the various Intuiface Cloud-based Infrastructures
- 06-Jan-20:
  - Added this Document Updates section
  - Added a fourth scenario in Usage Models
  - Minor wording fixes
- 19-Nov-19:
  - Added Intuiface Cloud Storage domain names for the default storage locations associated with each country or world region
  - Updated some hyperlinks
- 01-Jul-19:
  - Added a chapter describing 3 usage models