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Sony DADC to launch first dynamic digital copy control solution for DVD-Video

DVD-Video Publishers can now face the changing demands of unauthorized copying with ARccOS™ and secure their intellectual property

Salzburg, Austria, March 13, 2004 – Sony DADC announces the launch of its first copy control solution for DVD-Video, named ARccOS™. This newly developed solution is a digital DVD-Video copy protection which successfully prevents unauthorized DVD copying on PC and meets the requirements of content owners. Experience ARccOS™ as a first at the Sony DADC booth at this year's MipTV in Cannes, March 29 to April 2, booth R29.25.

ARccOS™ is a passive copy control technology with a dynamic copy protection system. Every single ARccOS™ guarded DVD-Video title can be equipped with a different encryption code. The digital signature protects the DVD-Video by successfully preventing 1:1 duplication, ripping, recompression and unauthorized mass replication. This unique dynamic digital copy control solution has been developed by Sony DADC engineers in Austria during the past two years.

Today the wide use of software to copy DVD-Video has caused significant reduction of sold DVD-Video and is an enormous financial harm to content owners. Meanwhile over 15% of the used recordable discs contain unauthorised copies of DVD titles in Germany. ARccOS™ is the digital copy control for this format which provides protection without interfering the consumers' entertainment experience. "ARccOS™ is the first digital copy control of its kind ensuring that DVD-Video publishers receive their return-on-investment. Content owners needn't fear that their business is being threatened by significant losses in revenue because of copying on PC and distribution via internet," says Sony DADC Sales Director for DVD Fritz Deininger. "As a leader in offering copy control solutions and successfully protecting over 100m titles, such as SecuROM™ for DVD-ROM and CD-ROM and key2audioXS™ for CD-Audio, Sony DADC will also be securing DVD-Video in the best-possible quality."

Aside from leading copy protection, Sony DADC offers comprehensive solutions and services. The company has established itself as the No. 1 technology and solutions provider to the entertainment industry. A team of over 70 engineers are developing new concepts to continuously be at the cutting-edge of technology and fulfil customer demands at the convenience of one-stop-shop.

With a daily capacity of 2,5 million discs Sony DADC is the world's largest provider of pre-recorded optical discs, supplying a full line of high-quality products and services to the entertainment business. Services include digital asset management, authoring, editing, copy control, graphic design, mastering, replication, packaging, postproduction, distribution and fulfillment for CD-Audio, CD-ROM, DVD, Super Audio CD, Recordable and PlayStation™ discs. A network of 20 sales agents provides sales support in all European countries. For further questions, please contact Sony DADC at +43 6246-880-555 or via Email at arccos@sonydadc.com and visit us at www.sonydadc.com.

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