

**Contact:**

Corinna Lohse

Tel.: +43 (0) 6246-880-281

Email: [Corinna.Lohse@sonydadc.com](mailto:Corinna.Lohse@sonydadc.com)

## Sony DADC launches Electronic CD-Key and SecuRelease with n-CD Technology

Unique digital disc serialisation allows SecuROM™ protected CD-ROM to register automatically for online gaming and to provide secure distribution of pre-releases

Salzburg, Austria, July 15, 2004 – Offering high-level security against piracy and illegal copying, Sony DADC's copy control solution SecuROM™ is now available with new applications. Protecting 80% of top PC games publishers worldwide, SecuROM™ is focussing on adding more security, convenience and expanded sales opportunities for games publishers. The innovative applications, such as Electronic CD-Key and SecuRelease, will be presented at the European games industry at the EGN in London and at the Games Convention in Leipzig.

### Electronic CD-Key for secure online gaming

Electronic CD-Key is a new SecuROM™ function based on n-CD technology. The application replaces serialisation codes on stickers applied on retail games boxes, saving games publishers material and handling costs, and users inconvenient manual input. Each disc is assigned a unique invisible identification number. The code is read by the computer drive and initiates an automatic access to online gaming. As the technology is backwards compatible, virtually any computer drive can read the data. Ensuring that codes are safe, Electronic CD-Key lets the widespread method of unauthorised access to codes in stores come to an end, as they can't be seen anymore. JoWooD Productions Software AG will be the first games publisher to apply this convenient technology to the global games release "Soldiers" which will hit stores in May.

### Safe distribution of beta versions with SecuRelease

SecuRelease protects pre-release versions of games with the same new technology. The SecuROM™ feature allows games publishers to distribute beta versions to external testers and reviewers prior to their sale. This system is the first to allow publishers to fingerprint beta versions automatically, protecting these versions prior to their official release and identifying eventual leaks.

SecuRelease discs include a unique identification number which is read automatically during installation of the game and then inserted into the software. "Because users are registered, any unauthorised distribution will be identifiable in case software appears on the Internet," says Sony DADC's Product Manager Bernhard Wiesinger. "SecuRelease is the basis for Sony DADC's 'full-life-cycle protection' solution offering a seamless and simple distribution of protected pre-release versions!" Currently, there is no comparable product available which offers publishers this kind of protection for pre-releases.

## **n-CD Marketing Solution**

The n-CD solution and applications for the gaming industry were created by Sony DADC to add value to a traditional disc and offer protection against unauthorised copying and usage. n-CD technology links a standard CD-ROM to premium features on the internet, e.g. add-ons, lotteries or game soundtracks, in a way that they can only be accessed from the original disc. This Secure Web Link allows publishers to offer their buyers exclusive bonus content and features and receive instant feedback on online behaviour for future marketing programs. The technology behind the n-CD exclusivity concept is a unique disc identification number.

## **n-CD – Innovative direct marketing for games publishers**

Proof of a successful implementation of n-CD's marketing data is TDK's title Mercedes World Racing. Since the release of the racing game on n-CD, over 10% of the purchasers have been visiting the n-CD bonus site, interacting with the games publisher, registering for new promotional features or purchasing items in the integrated e-shop. As TDK Mediactive Managing Director Heiko Tom Felde puts it, "n-CD is the ideal tool to get to know customers, creating their loyalty and winning them over for new releases! Cross selling can easily be achieved by sending product news to the gaming community." Meanwhile TDK Mediactive has successfully applied the n-CD solution to two further games releases.

## **New SecuROM™ Copy Control enhancements**

With its highly advanced digital signature, SecuROM™ is the most compatible copy protection system with DVD-ROM and CD-ROM drives on the market. SecuROM™ protects both CD-ROMs and DVD-ROMs.

SecuROM™ for DVD-ROM offers the same fast and easy workflow as SecuROM™ for CD-ROM. The copy protection solution can be provided for DVD5 – DVD9 and protects against unauthorised burning and emulation. SecuROM™'s effective Trigger Function API are now also available with automated API checks which can be inserted into the program without the involvement of developers, providing games publishers an extended crack-free sales window.

Sony DADC operates with a high and consistent production quality at all partner plants for global releases. Service partners, support and facilities are located in various time zones. Replication and service activities are running at all hours guaranteeing a speedy process, making Sony DADC the perfect partner for global accounts.

## **Sony DADC's global leadership**

Sony DADC is the world's largest provider of pre-recorded optical discs with production of over 1.8 billion discs per year, supplying a full line of high-quality products and services to the entertainment business. Sony DADC consists of 10 manufacturing facilities in Europe, USA, Canada, Mexico, Brazil, China, India and Australia. Services include digital asset management, authoring, editing, copy control, graphic design, mastering, replication, packaging, postproduction, distribution and fulfilment for CD-Audio, CD-ROM, DVD, Super Audio CD, Recordable and PlayStation™ discs.

###

Contact:

[sales@sonydadc.com](mailto:sales@sonydadc.com)

[www.sonydadc.com](http://www.sonydadc.com), [www.n-cd.com](http://www.n-cd.com), [www.securom.com](http://www.securom.com)

Tel.: + 43 6246 880 555