



PR Contact:

Corinna Lohse

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

Email: Corinna_Lohse@sonydadc.com

Smart n-DVD concept turns DVD-Video piracy threat into customer loyalty

Video Publisher Eagle Pictures uses Sony DADC's n-DVD concept to protect and promote their movies.

Salzburg, Austria; July 28, 2005 – Eagle Pictures, Italy-based movie publisher, is one of the first to choose Sony DADC's n-DVD technology, a unique feature to personalize and promote DVD-Videos. This new product guarantees an unmatched level of security against piracy, plus promotion and marketing capabilities.

Holders of original copies of the latest Eagle Pictures DVD "SAW – L'ENIGMISTA" are now enjoying a unique and rewarding experience: The disc includes more than just the movie, but a variety of online bonus features, including a lottery, free and downloadable ring tones, screen savers and bonus scenes. Only accessible through the original disc and via an Internet connection, Sony DADC's n-DVD technology ensures that only users of the original DVD are rewarded with these specials.

Within the first three weeks after release one in five users accessed the online bonus of Eagle Pictures' "SAW – L'ENIGMISTA", over 30% of which then registered, providing Eagle Pictures essential data for future promotional activities. After such a success and convinced by n-DVDs simple implementation process, Luisa Bonalumi, Marketing and Operations Director at Eagle Pictures has signed off nine further DVD-Video titles which include the n-DVD concept. "n-DVD offered a solution that meant no extra work for our developers, we could already concentrate on other projects," she says. Riccardo Sacchi, Head of Eagle Pictures Home Entertainment states: "We carefully watched the market after the release of SAW – L'ENIGMISTA and definitely can say that the new n-DVD features mean a serious value enhancement. The n-DVD application allows a standardized, easy to apply protection and marketing solution, easily adaptable."

n-DVD is the combination of an interactive consumer bonus-system and an effective copy protection. Publishers, which are being threatened by film rental stores which burn illegal copies and rent them

out now have n-DVD as a solution to cope with the issue. The unique solution turns the looming piracy threat into increased loyalty as customers are put into a position which allows them to easily identify unauthorized copies and demand their bonus content.

n-DVD was designed as an easy to implement and standard solution for DVD-video releases. Users viewing an original copy of a movie gain access to a bonus Web page via n-DVD Secure Web Link. All extras are only accessible for users with an original DVD after filling in an online registration form. Aside from demographic information and purchasing patterns, the registration also includes data on point of purchase or rental station, enabling publishers to install programs which reward their best business partners and support them with targeted marketing activities.

###

About Sony DADC

Sony DADC is a leading producer of optical disc media with cutting-edge CD and DVD manufacturing facility locations in Europe, North America, Asia and Australia. Although widely known for its quality disc production and distribution services, Sony DADC also develops and delivers dynamic technologies that not only protect disc content, but also transform discs into powerful marketing tools by adding secure links to bonus Web site content or prize incentives. Visit us at www.sonydadc.com, email us at n-cd@sonydadc.com or call our local representative in Italy at +39 02 469 2011 for more information.

Images can be obtained at <http://www.n-cd.com/press/>