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JoWood's SpellForce ships with Sony DADC's Electronic CD-Key

n-CD Feature allows discs with electronic CD-Key to register automatically for online gaming

Salzburg, Austria, August 1, 2004 – JoWood is one of the first publishers to choose Sony DADC's n-CD Technology offering Electronic CD-Key (eCD-Key), a unique feature for replacing serialised CD-Key stickers. eCD-Key was incorporated in the latest release 'SpellForce – The Breath of Winter'. With the development of eCD-Key, Sony DADC is focussing on turning online gaming into an ease for users and reducing material costs for publishers.

Spell Force with eCD-Key is the new and unique way to make games more suitable to the needs of publishers and gamers. Fritz Neuhofer, Operations Director from JoWood, explains, "Compared to the last SpellForce release using conventional stickers, customer support calls on the eCD-Key release have basically been eliminated! Plus, we did not need to change any production procedures. The ease-of-use makes me very enthusiastic about applying eCD-Key to all our future multiplayer games."

n-CD with Electronic CD-Key has also opened new protection possibilities for games publishers. "eCD-Key does not only offer a new level of convenience, but also heightened security," says JoWood's Anti Piracy Manager Juergen Schaeper. "Codes can no longer be stolen out of the box as they are invisible to the human eye!"

This new feature is only one application of Sony DADC's innovative n-CD technology. Electronic CD-Key replaces serialisation codes on stickers applied to retail games boxes, saving games publishers material and handling costs, and users inconvenient manual input. Each disc is assigned a unique and 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.

The n-CD solution and applications for the gaming industry, such as eCD-Key, 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.

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.

To experience the technology, please visit Sony DADC at the Games Convention in Leipzig, August 19-22, and the European Games Network (EGN) in London, September 1-3. For further questions, please contact Bernhard Wiesinger at + 43 6246 880 378 or email us at securom-sales@securom.com.

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