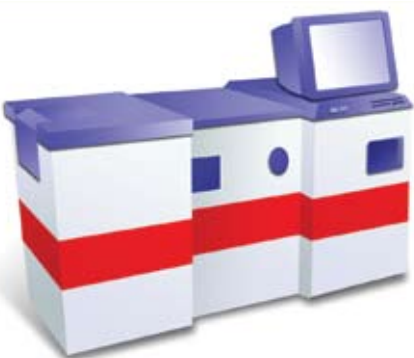# SONIC® DVD ON DEMAND™
ENTERPRISE MANUFACTURING

BURN LONG-TAIL CONTENT TO DVD UPON CUSTOMER ORDER AND OFFER MORE CHOICE IN LESS PHYSICAL SPACE

Sonic DVD On Demand™ is a software platform that provides an end-to-end solution for digital distribution of movies and other high quality video. The Enterprise Manufacturing Software Developer's Kit (SDK) is a member the Sonic DVD On Demand product line that includes the Extensible Media Protection Architecture™ (XMPA), a technology that allows a wide variety of studio-approved copy protection mechanisms, including Qflix Pro™ the industry's first implementation of recordable CSS, to be applied to DVDs as they are being burned. This solution also provides a protected media path from content source to the final burned DVD and includes optional automated DVD formatting tools for converting video into DVD format.

In addition to Qflix Pro recordable CSS content protection, the Enterprise Manufacturing SDK also incorporates Macrovision's RipGuard™ and ACP™ (Analog Copy Protection) anti-RIP solutions to further enhance DVD copy protection while maintaining maximum playback compatibility.

Sonic's comprehensive DVD On Demand Enterprise Manufacturing SDK enables distributors, video publishers and large retailers to produce DVDs in small batches that deliver the quality, features and CSS copy protection that is found in today's mass-produced top tier titles. Now "long tail" content can be produced and sold profitably, even at low volumes.

DVD-on-Demand - Centralized production for physical retailers

Physical retailers and distributors looking to offer extensive DVD catalogs in minimum space use the Enterprise Manufacturing solution to burn "long tail" titles upon customer order making every physical DVD a profit generator.

DVD-on-Demand - Centralized production for web/mail orders

Online retailers can offer tens of thousands of titles to their customer bases by using the Enterprise Manufacturing solution to produce protected copies of DVDs – even "long tail" titles – while maintaining the highest possible compatibility with in-home DVD players.

FEATURES AND BENEFITS

Qflix™ PRO

THE WORLD'S FIRST IMPLEMENTATION OF RECORDABLE CSS

- Hollywood studios require CSS copy protection technology to be applied to their top tier titles. Qflix Pro is the world's first implementation of CSS for Recordable DVD

MACROVISION RIPGUARD AND ACP – THE BEST RIP PROTECTION AVAILABLE

- Macrovision RipGuard and Analog Copy Protection (ACP) add another dimension of copy protection on top of Qflix Pro further enhancing DVD's content protection

EXTENSIBLE MEDIA PROTECTION ARCHITECTURE ™ (XMPA)

- Enables leading third party content protection solutions to be incorporated into Sonic DVD On Demand solutions

SONIC AUTHORSCRIPT® - THE STANDARD DVD CREATION ENGINE

- The industry standard in DVD authoring and burning tools yields the most compatible output available – ensuring maximum playback compatibility with the world's 1 billion DVD players
- AuthorScript offers a wide range of authoring flexibility – from fully automated to highly customized workflows

PRE-INTEGRATED INTO LEADING REPLICATOR HARDWARE

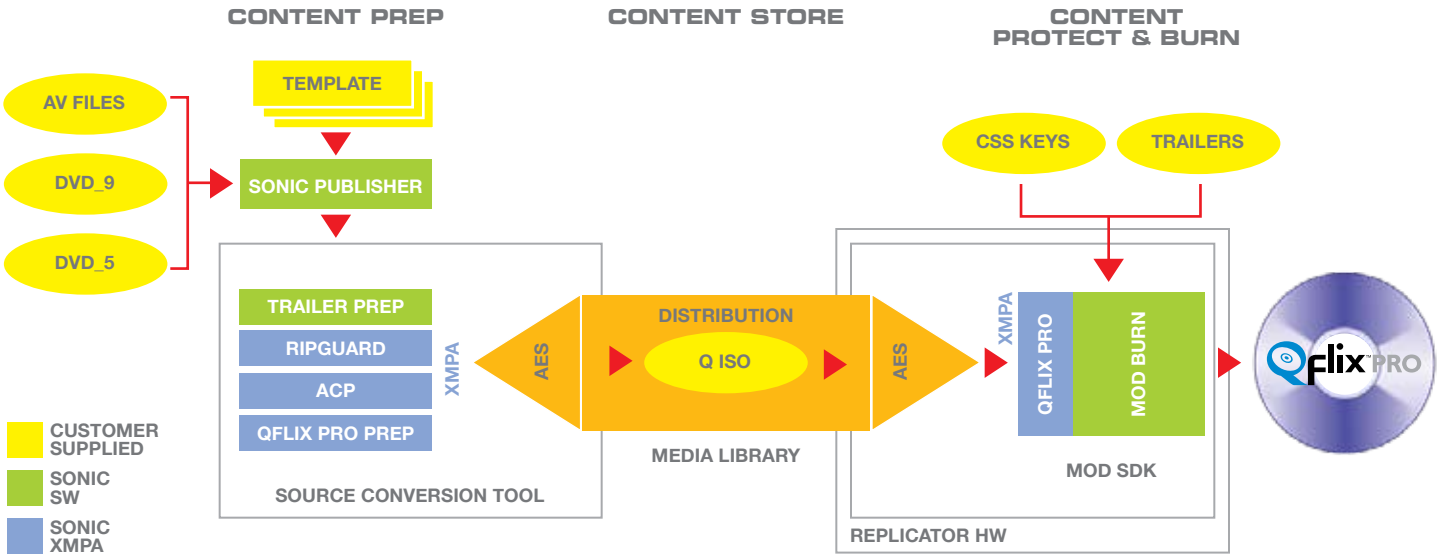- Including Primera, Rimage and Micro tech for the fastest possible development cycle for your solution

EASY TO INTEGRATE

- The Enterprise Manufacturing SDK is simple and straightforward for developers to implement within their own on-line workflow or physical production facilities

AVAILABLE NOW

- The Enterprise Manufacturing SDK is ready to implement now

SONIC®

Enterprise Manufacturing Workflow

CONTENT PREP

CONTENT STORE

CONTENT PROTECT & BURN

- AV FILES
- DVD_9
- DVD_5
- TEMPLATE
- SONIC PUBLISHER

- CSS KEYS
- TRAILERS

CUSTOMER SUPPLIED
SONIC SW
SONIC XMPA

SOURCE CONVERSION TOOL
- TRAILER PREP
- RIPGUARD
- ACP
- QFLIX PRO PREP
- XMPA
- AES

MEDIA LIBRARY
- DISTRIBUTION
- Q ISO

- AES
- XMPA

REPLICATOR HW
- QFLIX PRO
- MOD BURN

MOD SDK

Qflix PRO

Qflix PRO

Qflix enables movies to be legally burned onto DVD and be playable on virtually any DVD player device.

Qflix is an industry-backed standard and comprehensive licensing and certification program that, for the first time, allows original movies to be legally purchased by downloading through the Internet and burned onto DVD or directly duplicated by in-store retail systems, providing movie studios and distributors with an efficient new channel for the electronic distribution of digital video entertainment to consumers.

Simply, Qflix is a system that enables the recording of premium content to DVD-recordable discs with the same level of copy protection found on today's in-store DVDs. Being both secure and compatible with the billion DVD players worldwide, Qflix opens up a whole new way to digitally deploy movies with the same quality and level of interactivity as standard DVD discs, but with virtually no inventory management costs.

Qflix Pro, a special version of Qflix for Enterprise Manufacturers, is the first implementation of the recordable CSS specification approved by the DVD Forum. Qflix Pro is a system of special media, DVD recordable drives and software that enables retailers and manufacturers to burn content protected DVDs made to order in a controlled enterprise environment.

FROM THE LEADER IN DVD

Sonic Solutions is the leader in digital media software, providing a broad range of interoperable, platform-independent software tools and applications for creative professionals, business and home users, and technology partners. Sonic's products range from advanced DVD authoring systems and interactive content delivery technologies used to produce the majority of Hollywood DVD film releases, to the award-winning Roxio®-branded CD and DVD creation, playback and backup solutions that have become the premier choice for consumers, prosumers and business users worldwide.

Sonic products are globally available from major retailers, online at Sonic.com and Roxio.com, and are bundled with PCs, after-market drives and consumer electronic devices. Sonic's digital media creation engine is the de facto standard and has been licensed by major software and hardware manufacturers, including Adobe, Microsoft, Scientific-Atlanta, Sony, and many others.

SPECIFICATIONS

REPLICATOR CSS, PROCESS B LICENSE
- Required for Enterprise Manufacturing licensees. For more information visit: www.DVDCCA.org

INPUT: DVD LEGAL ISO
- DVD/5 – for single layer disc
- Content size ≤ 4100MB
- Meets authoring guidelines for Macrovision RipGuard

MEDIA
- Qflix Pro certified and branded

Qflix PRO

DRIVE/REPLICATOR
- Qflix Pro certified and branded

Qflix PRO

CONTENT PROTECTION
- Qflix Pro (recordable CSS)
- Macrovision RipGuard and ACP
- AES protected media path
- Others optional via XMPA

CONTENT PREPARATION
- Sonic Publisher (automatic authoring and DVD conversion software application), optional

OPTIONAL
- Trailer replacement (coming soon)

SONIC®