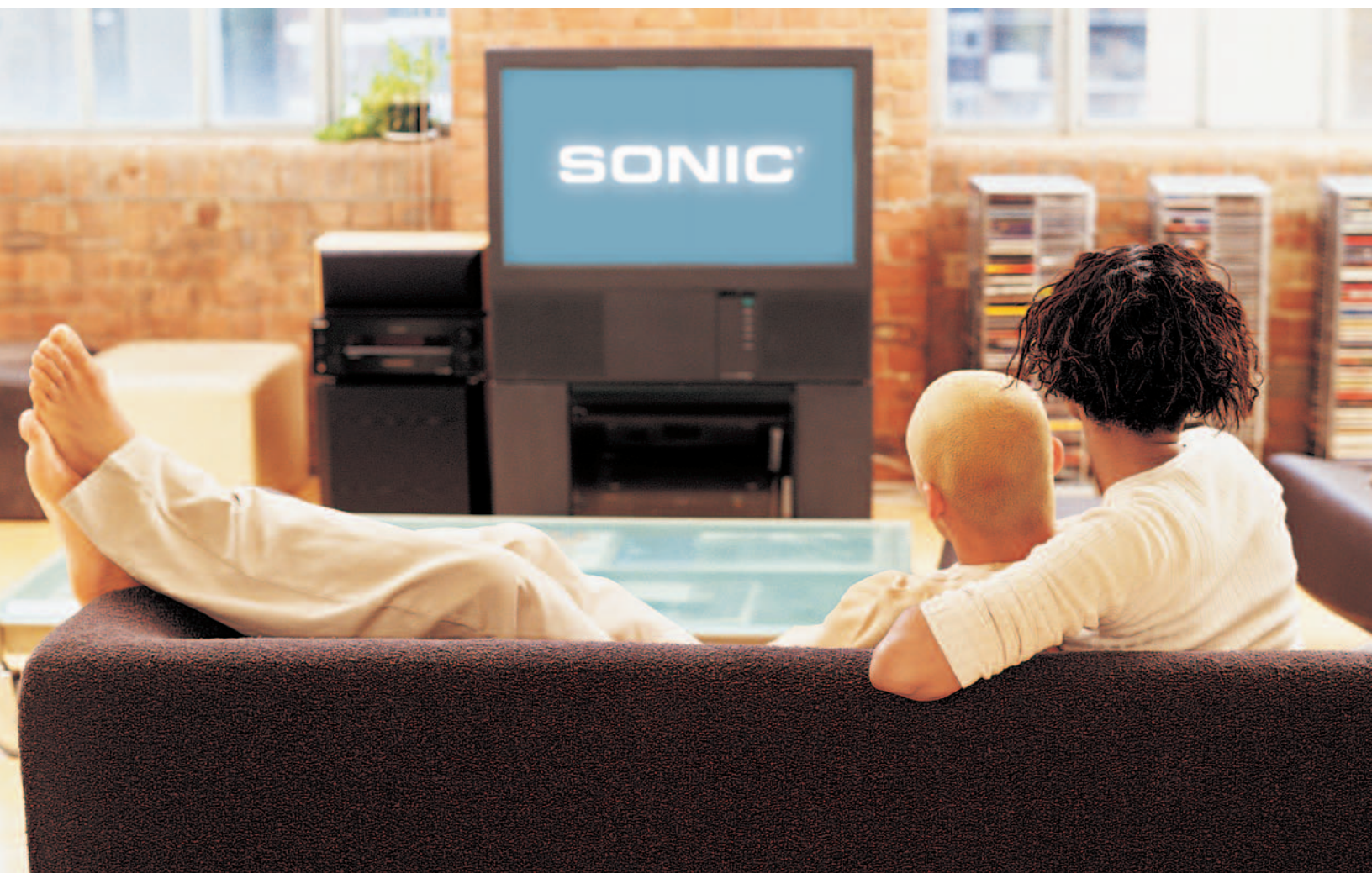


THE LEADER IN DIGITAL MEDIA SOFTWARE

CREATE. CONNECT. CONSUME.

Today's media content is digital from inception to interaction. From high-end content creation systems for Hollywood studios to easy-to-use applications for home digital media creation, management and consumption, Sonic builds the tools and technologies that enable the digital media value chain. Sonic's professional products group and InterActual subsidiary work with content owners and studios to help them design leading-edge interactive entertainment products. Sonic's Roxio division leads the market in award-winning consumer products for CD and DVD creation and playback. And all of Sonic's products are built on the platform independent AuthorScript technology core, comprised of best-of-breed modules for audio and video processing, asset management, authoring, networking and formatting.

With a deep understanding of digital entertainment media formats, over 200 million consumers using Sonic products, and an organization tuned to deliver products through OEM, retail and e-tail distribution channels, Sonic is uniquely able to help bring your digital media vision into focus and your products to market.



HD - NEXT GENERATION FORMATS FOR CONSUMER ENTERTAINMENT

Working closely with Hollywood studios, Sonic is helping to define the next generation in interactive HD packaged media. Going beyond what is possible with DVD, Sonic's InterActual group has pioneered the combination of DVD video with web-connected content – making it possible for consumers to experience movies that can be updated, augmented and changed over time. That experience is now central to the next generation HD formats and Sonic will deliver the authoring systems to make it possible.

CE PLATFORMS

Convergence is a story about the transition from analog to digital - from atoms to bits. It is about the products we use for creating and viewing content becoming ever more powerful digital media processing systems. Today, embedded systems for set-top HD playback have more processing power than the majority of PCs installed worldwide. With the set-top looking more like the PC, and consumers demanding more from their digital devices, software is becoming a key driver of functionality and product differentiation.

Built on Sonic's industry-leading authoring and playback technologies for the PC, Sonic's AuthorScript CE product line for Linux, PowerTV, and WinCE bring powerful DVD and next-generation HD format creation and playback to connected home products.

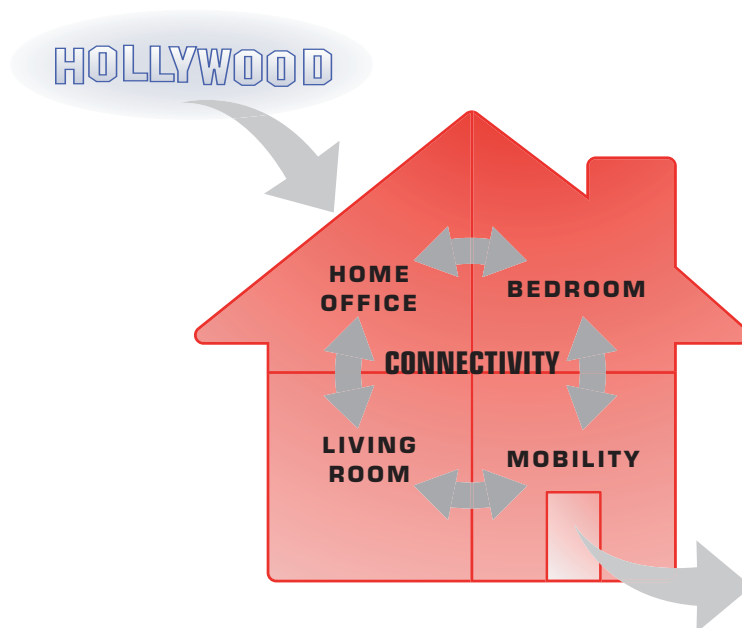
PC PRODUCTS

Sonic's portfolio of consumer products sit on more than 200 million PCs worldwide, are the choice of the world's leading PC and CD/DVD drive manufacturers, and are the leading retail products in their category.

Designed to give consumers the power to create, manage and enjoy their digital media, Sonic's consumer products take advantage of Sonic's Hollywood pedigree, deep understanding of media formats, and a burn engine licensed to the world's leading software providers, including Adobe, Microsoft, Yahoo!, Google, Sony and many others.

HOME CONNECTIVITY

Home networking is about more than networking protocols and hardware. To make a home network usable it must be transparent. Record a TV show on your TiVo, burn it to DVD on your PC. Share your PC media library with UPnP, DLNA and DivX-Connected media adapters and networked DVD players. Access your music and photos from any PC in the house and back them up on a central PCs. Sonic home connectivity, through Sonic's Roxio product line, bring out the value of the home network by making connectivity seamless, obvious, and useful.



SONIC COMPLETES THE LOOP

Sonic provides all the tools for digital media creation, connectivity, and consumption. By creating the underlying technologies, and the software applications that run on top of them, Sonic has become the leader in digital media software. Whether you are a professional production studio, or a home consumer looking to enjoy the latest in digital media tools, Sonic has the industry-leading solution for you.

SONIC®



For more information on Sonic's professional products, contact: proproducts@sonic.com

For more information on Sonic's Roxio line of consumer products contact: roxio@sonic.com

For more information on licensing Sonic's technology, contact: authorscript@sonic.com