

# PIT-LOGO – Protect and enhance your DVDs

Sony DADC, your partner for high-quality and innovative solutions for DVD, offers you a new decorative treatment: Pit-Logo. This exciting technology enhances and protects your DVD. Copies can be identified by merely looking at the DVD surface! Choose a logo or any text – it's up to you! Profit from Sony DADC's experience and create a one-of-a-kind identification for your DVDs! Already proven successful on Sony PlayStation™ discs, the film industry now has *the* partner to incorporate this unique solution on their own DVDs!



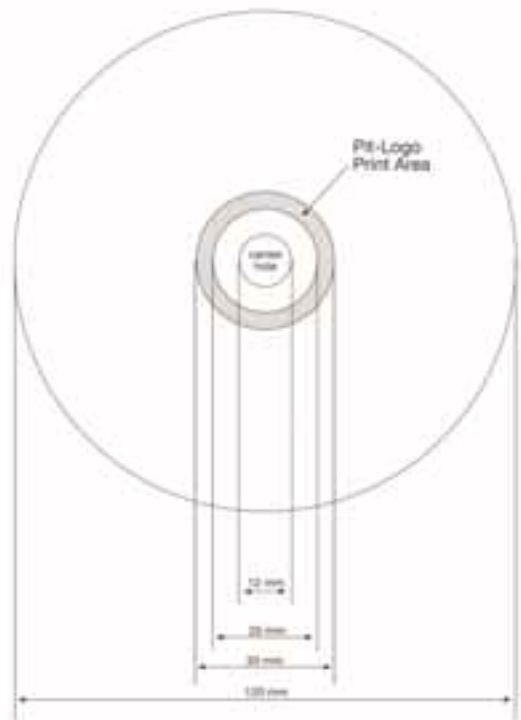
## Pit-Logo is your logo at first sight!

Pit-Logo is a unique technology to protect against illegal copying and create a unique marketing tool. This technology allows the addition of your logo or text on the inner section of a DVD. The imprinted logo and reflects in dark light and is located in the area between center hole and regular character section. The Pit-Logo cannot be copied and originals are therefore spotted at first sight. This system protects labels and consumers against illegal duplication of intellectual property, ensuring that consumers know that what they are watching is always an original. Supply your logo and Sony DADC will handle the rest!

## Increase your revenue with unique DVDs

- Original DVDs can be identified by anyone.
- New marketing platform for your logo. A sight consumers will remember!
- Combine with Visible Watermark and double the protection and recognizability!
- Full compatibility with all DVD players.
- Proven success with Sony PlayStation™ discs.
- Available for all DVD formats offered by Sony DADC.

## What Sony DADC needs to create your individual Pit-Logo



When sending Sony DADC a graphic, please consider the following requirements:

- Pixel size = 1000x1000 points.
- Use 100% white and 100% black value only, but store the file as 256 steps grayscale format.

When you draw the design, please zoom in to check the quality of the black/white transition and redefine manually, if necessary. The better the border between black and white is defined, the better the final impression on the disc will be.

Partner with Sony DADC and turn your DVDs into a cutting-edge marketing tool. Pit-Logo is a technology making your original DVDs unique and secure! So let them stand out from the rest of the crowd!