

Visible Watermark Technology – Protect and enhance your DVDs

Sony DADC, your partner for high-quality and innovative solutions for DVD, offers a new decorative treatment: Visible Watermark. This exciting technology enhances and protects your DVD. Copies can be identified by merely looking at the DVD surface! Choose a logo or image – 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 tool to incorporate this unique solution for their own DVDs!



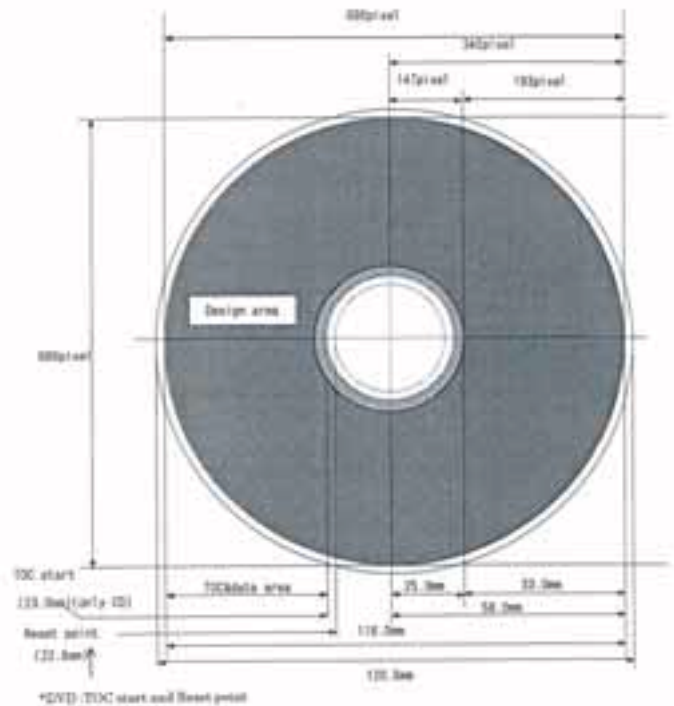
Visible Watermark gives your DVD an identity

Named after the identifying watermark on money bills, Visible Watermark is a unique technology to protect against illegal copying. This technology allows the addition of the watermark on the surface of the DVD in form of text or graphics. The image cannot be copied, allows immediate identification of an original. This system protects both artists and consumers against illegal duplication of intellectual property, ensuring that what consumers are watching is always an original. Supply your image 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 and images of your choice. A sight consumers will remember!
- Combine with PIT-Logo 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.

Where does the Watermark go on my DVD?



What Sony DADC needs to create your unique Visible Watermark

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

- Size has to be 680x680 pixel.
- Use black and white images only and store in „black & white only“ format.
- File format has to be windows compatible.

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