

RWPPI exhibits at CEATEC JAPAN 2003, promoting DVD-R/DVD-RW related products jointly with member companies.

RWPPI (RW Products Promotion Initiative) is actively promoting to enhance household penetration levels for their DVD-R and DVD-RW related products by exhibiting at CEATEC JAPAN 2003 (from October 7 –11, 2003 at Makuhari Messe), with the theme: "The World of DVD-R & RW."

As part of the main theme for global promotions, RWPPI hopes to dazzle visitors with a different touch

this time to promote DVD-R & RW by using professional pantomime performers live on the main stage while simultaneously demonstrate the simplicity of recording and editing on DVD-RW with "VR mode."

The pantomime performance will consist of 4 types of random pattern movements recorded real time on the DVD Recorder, on the DVD-RW disc, through the DV camera. With the superior VR recording feature edits of the DVD recorder, the 4 randomly recorded scenes are rearranged into a continuous serial order to create a story - where the pantomime will blow a large balloon to play with, and eventually fly away on it. The intention of this presentation is to allow the visitors to enjoy the show while naturally understand the superior characteristics of the DVD-RW with VR editing features.

To the end the main stage show, the same recorded DVD-RW disc is then placed into the PC to add still photos from your digital camera, by VR recording through direct recording means, and finally play the completed disc on your DVD player to complete the main stage demonstration.

Through this demonstration, not only can one enjoy the 3 basic characteristics of DVD-R and DVD-RW in terms of Compatibility, Convenience, and Reliability, but also understand the wide range of usability. To appeal the usability from a DV Camera, to a DVD Recorder, to a PC, and to a DVD Player, all recorded on the same DVD-RW disc recorded in VR mode to form a cycle.

It is the second time that RWPPI exhibited since IFA2003 (Berlin Show) this year, and plans to exhibit next at the International CES show in January of 2004 (at Las Vegas, U.S.A.). RWPPI will continue to actively promote to enhance DVD-R and DVD-RW related products to increase penetration level.

END