

**Tie-up demonstration featuring popular BS Fuji program,  
“*Odaiba-kei Bikini de Manyu Manyu*”  
at RWPPI booth, CEATEC JAPAN 2004 (Makuhari, October 5-9)**

In addition to introducing RWPPI's activities and the features of DVD-RW/DVD-R at the RWPPI booth located in Hall 2 (Booth 2A12), RWPPI is performing demonstrations focusing on the DVD-RW recording of “one-time only recordable programs” that have been introduced in BS digital and terrestrial broadcasts from April this year. These demonstrations involve a tie-up with BS Fuji Co., Ltd. Furthermore, with displays of new technologies including DVD-RW/DVD-ROM hybrid discs, the booth is receiving many visitors.

At the booth, there are appearances by four Yellow Cab personalities (Ai Ito, Kaori Tanaka, Ayano Otsuna and Makoto) featured in the popular BS Digital program, “*Odaiba-kei Bikini de Manyu Manyu*,” currently broadcast on BS Fuji. Through their demonstrations, they push the message that anybody can easily use DVD-RW to record and play programs. A lot of visitors are visiting to see these demonstrations and the booth is filled with excitement.

Moreover, among the new technologies display area, DVD-RW/DVD-ROM Hybrid discs are shown for the first time, along with displays of DVD-R Dual Layer recordable discs from media manufacturers, 6x speed recordable DVD-RW and 16x speed recordable DVD-R, etc... The booth also offers the latest information on DVD-RW/DVD-R through displays and demonstrations of DVD-RW/DVD-R discs, DVD recorders, DVD-RW/DVD-R playback-compatible DVD players, and DVD writers supplied by member companies; and presentations by PC application software developers.

RWPPI plans to continue its active pursuit of industry-wide popularization and market expansion for DVD-RW/DVD-R related products.

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