

< RWPPPI was an exhibitor at the 2004 Consumer Electronics Show in Las Vegas to promote the key concepts of “Convenience”, “Compatibility” and “Reliability” for key concepts of DVD-R & RW formats and products. (Jan. 8<sup>th</sup>-11<sup>th</sup>, Central Hall 1, #9018) >

The WCES held every year in January is the largest consumer electronics show in North America. The exhibition manufacturers related to IT (Information Technology) has increased, and is expanding year by year.

Through the cooperation of 18 companies, the RWPPPI booth displayed DVD-R and DVD-RW related products, and presented actual recording and editing demonstrations to promote its advantages. The booth was very well attended, and the live demonstrations sparked much interest.

As in IFA - Europe, CEATEC - Japan, the CES visitors listened very closely to “What’s New in RWPPPI” and “What’s New in DVD-R/RW.” The focus of the booth was the main stage where demonstrations of video images of the audience were first taken through the DVD-RW video camera, then edited on the DVD recorder, then imported to a PC to add digital pictures, and finally played back on a DVD player. Audience members were impressed by the attractive easy-to-use DVD-R & DVD-RW products for both AV & PC applications, uniquely associated with these formats.

There were also many independent and appealing DVD-R and DVD-RW demonstration stands by the members exhibiting at the booth. DVD-R and DVD-RW media displays, writers displays, application software demos, for PC related products, and DVD recorders / players playback of media discs for the AV related products, in which many stimulating questions were raised by the visitors. A lot of people gathered with interest at these demonstration corners in the booth. In particular, a newly added corner with regard to the “dual layer disc” (8.5GB) recording technology (applicable with DVD-R), and for the high-speed (16X) recording techniques were very popular.

Attendees raised concerns regarding the easiness of the applicability of DVD-RW to “Broadcast Flag” added to the terrestrial digital broadcasting to start in North America in 2005 were made.

RWPPPI will continue to exhibit at the main worldwide shows in the future, and to positively promote DVD-R/RW related products.

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