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For Immediate Release

RW Products Promotion Initiative
(RWPPI)

RWPPI to Open Booth at CeBIT Bilisim Eurasia 2005^{*1} First Time in Turkey
for DVD-RW / DVD-R Joint Promotion

The RW Products Promotion Initiative (RWPPI, Representative: Koki Aizawa, Head Office: Tokyo, Member Companies: 68) will open an exhibition booth for the first time at CeBIT Bilisim Eurasia 2005 held in Istanbul, Turkey from September 6th. RWPPI will conduct a joint promotion of DVD-RW / DVD-R related products with Member Companies.

Currently, DVD-RW and DVD-R are supported by the major recorder and writer manufacturers throughout the world. Among various recordable DVD formats in the market, DVD-RW and DVD-R are gaining popularity as the "Core Format." Total annual production of DVD-RW and DVD-R for the last year exceeded 2 billion discs (according to RWPPI research), and is expected to expand even further in the future.

The RWPPI booth will conduct promotion focused on main stage presentations to expand awareness of DVD-RW and DVD-R. In the video presentation to be given in the first half, DVD-RW and DVD-R features will be clearly introduced using a short movie titled "DVD-RW is the Best." In the second half, DVD-RW's high level of convenience and compatibility will be communicated through demonstration of the editing functions of DVD recorders and playback functions on PCs and DVD players. The demonstration will use a DVD-RW disc to record videos of booth visitors using a DVD camcorder.

A special corner will be featured at the booth to introduce newly developed technologies. It includes a single-sided Dual Layer DVD-RW disc that offers a large capacity of 8.5 GB, a Hybrid DVD-RW disc that incorporates both DVD-RW and DVD-ROM characteristics, a single-sided Dual Layer 8.5 GB DVD-R disc, 6x DVD-RW, and 16x DVD-R discs. The single-sided Dual Layer DVD-RW disc is capable of holding 1.8 times the data of current single layer discs, and enables a longer recording/playback time, further expanding the possibilities of DVD-RW discs. The Hybrid DVD-RW disc includes a technology that assigns separate areas for ROM (playback only) and RW (re-recording/playback). Its wide-ranging applications include video game discs that read software programs from the ROM area and save data during and after play in the RW area, and discs for use in e-commerce that record encrypted data for protection of personal information.

In addition to providing the latest technical information to visitors, RWPPI will strongly promote the three main features of DVD-RW and DVD-R – "Compatibility," "Convenience,"

and “Reliability” – through exhibitions of DVD-RW and DVD-R discs as well as the latest hardware and PC software products, using DVD recorders, writers, and PC software for demonstrations.

RWPPI will continue to run booths at exhibitions throughout the world and contribute to greater dissemination and market expansion of DVD-RW / DVD-R related products on a global scale.

*1: CeBIT Bilisim Eurasia 2005

An IT show to be held in Istanbul, Turkey from September 6 – 11, 2005. Estimated 160,000 visitors are expected to attend. The organizer is HIA.S., Hannover Fairs Interpro, International Fairs Inc. (A joint venture company of Deutsche Messe AG and Interpro Inc.).

http://www.cebitbilisim.com/homepage_en

- RW Products Promotion Initiative (RWPPI)

RWPPI was established in order to effectively popularize, promote, and expand the market of products based on DVD-RW / DVD-R formats. It currently includes 68 member companies. The organization strives to continually improve customer satisfaction by proposing various recommended specifications and ensuring and improving recording/playback compatibility between hardware and discs for DVD-RW / DVD-R products.

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