

January 5, 2005

For Immediate Release

RW Products Promotion Initiative  
(RWPPPI)

RWPPPI's DVD-RW/DVD-R Joint Promotion at CES 2005

Cutting-edge technologies such as hybrid RW discs and Round Robin Test results unveiled

RW Products Promotion Initiative (RWPPPI in Tokyo, Representative Director: Koki Aizawa, member companies: 69) will open a booth at the 2005 International CES<sup>\*1</sup> held in Las Vegas from January 6 in order to jointly promote DVD-RW/DVD-R related products with its member companies.

At the booth, a special corner will be established to introduce newly-developed technologies including a hybrid RW disc that incorporates both DVD-RW and DVD-ROM attributes, a dual-layer DVD-R, a 6x DVD-RW, and a 16x DVD-R. The hybrid RW disc includes a technology that assigns areas for ROM (playback only) on the inner perimeter and RW (recording/playback) on the outer perimeter on the same side of the disc. Its wide applications include discs for games that read software programs from the ROM section and save play data in the RW section, and discs for use in e-commerce that record encrypted data for protection of personal information.

For the Round Robin Test<sup>\*2</sup> of RWPPPI which started in February 2002, the analyses of the completed Stage-3 test results will be reported. They will include information on the compatibility of recording and playback among 2x DVD-RW, 4x DVD-R, related devices, and PC software applications. Round Robin Test has become a joint effort with CWG<sup>\*3</sup> of RDVDC from Stage-3. Round Robin Test is currently in Stage-4 for testing of compatibility among related devices of 4x DVD-RW and 8x DVD-R.

At the main stage of the booth, there will be a demonstration of recording on a DVD-RW using a DVD camcorder, editing on a DVD recorder and playback on a PC or DVD player. They will also introduce recording and playback using CPRM<sup>\*4</sup> of digital broadcasting programs added with broadcast flags<sup>\*5</sup> scheduled for launch in July 2005. In addition, PC software manufacturers of RWPPPI members will introduce DVD-RW/DVD-R related authoring software. Thus, the three main advantages of DVD-RW/DVD-R, which are "compatibility", "convenience" and "reliability", will appeal to visitors in an easy-to-understand manner.

Furthermore, the member companies will exhibit and demonstrate their latest information concerning DVD-RW/DVD-R discs, DVD recorders, DVD players and DVD writers.

RWPPPI has contributed widely to the market expansion and popularization of DVD-RW/DVD-R related products on a global scale by holding booths at various shows throughout the world.

\*1. 2005 International CES

The largest AV/IT show in the US held in Las Vegas from January 6 to January 9. Number of visitors expected is 130,000. ([http://www.cesweb.org/default\\_flash.asp](http://www.cesweb.org/default_flash.asp))

\*2. Round Robin Test is an activity that aims to improve compatibility of DVD devices, DVD discs and PC authoring and playback software by testing their recording and playback compatibility and is highly acclaimed among the industry.

\*3. RDVDV: Recordable DVD Council, CWG: Compatibility Working Group

\*4. Content Protection for Recordable Media is a scrambling technology for the purpose of copyright protection.

\*5. Established by the FCC of the US, to prevent retransmission of digital broadcasting programs against the intentions of copyright holders.

● RW Products Promotion Initiative (RWPPPI)

RWPPPI was established with its aim to effectively popularize, promote and expand the market of products based on DVD-RW/DVD-R formats. The organization has strived to improve customer satisfaction by proposing various standards specifications ensuring compatibility between hardware and discs for DVD-RW/DVD-R products.

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