

July 5, 2006

Press Release

RW Products Promotion Initiative
(RWPPI)

**RWPPI exhibits at 2006 SINOCES to
strengthen promotion of DVD-RW & DVD-R in China**

RW Products Promotion Initiative (abbreviated as “RWPPI,” representative: Mr. Koki Aizawa, Secretary Office: Meguro-ku, Tokyo, Members: 62 companies) will have a booth at 2006 SINOCES^{*} held in Qingdao - China beginning July 7, to promote its DVD-RW & DVD-R products. This will be the third time to promote its products in China, following exhibits at CeBIT Asia 2004 and 2005 held in Shanghai.

Nowadays, the world’s leading DVD recorders and DVD writers supporting DVD-RW and DVD-R have spread in the market as the “core” formats among multiple recordable DVD formats. Last year’s annual production of DVD-RW and DVD-R discs broke 3.5 billion (RWPPI survey), and are expected to make even further leaps in the market future.

The RWPPI booth will focus its presentation on the main stage promotions aiming to expand awareness of DVD-RW & DVD-R. The first half will show the video presentation of the short movie “DVD-RW is the Best,” to introduce easy and comprehensive points that are superior in DVD-RW & DVD-R. The second half will be a live demonstration filming visitors with a DVD camcorder with recording of the images on a DVD-RW disc. It will then be edited on a DVD Recorder, and finally the disc will be played back on a PC or DVD player to impress visitors on the “Convenience” and expansive “Compatibility” of DVD-RW. At the media and hardware display corners, a quiz event will be held to deepen visitors understanding of the products on display.

A special display corner will also be included to introduce newly developed technologies. It will focus on the DVD-RW Dual Layer disc that has achieved high storage recording capacity of 8.5GB on a single disc surface; 6X writing speed DVD-RW discs; single surface Dual-Layer 8.5GB DVD-R discs, and 16X writing speed DVD-R discs. The single surface DVD-RW Dual Layer disc display corner in particular, will demonstrate the potential future development for DVD-RW by randomly replaying chapters recorded in each of its dual recording layers on a DVD player.

With the newest DVD-RW and DVD-R related hardware, PC displays, and through live demonstrations using DVD recorders, writers and PC software, the booth intends to present the reassurance of the three strong points – “Compatibility,” “Convenience,” and “Reliability” – of DVD-RW & DVD-R related products to the visitors with the latest technological information.

RWPPI will continue to make large contributions in promoting the wide use of DVD-RW and DVD-R related products, and in expanding their products into the market worldwide.

*1 2006 SINOCES: A Consumer Electronics Show held in the City of Qingdao, China. It is organized in collaboration with the International CES held yearly in Las Vegas, U.S.A. SINOCES is predicted to attract approximately 50,000 visitors.

RW Products Promotion Initiative (RWPPPI) <http://www.rwppi.com>

The RWPPPI has been founded to promote the smooth popularization and expansion of products in the market designed around the DVD-RW and DVD-R standards. It now has 62 member companies. It has proposed various recommended standards for DVD-RW & DVD-R related products, and has conducted activities to improve customer satisfaction by ensuring and improving recording and playback compatibility between hardware and discs.

Press Contact:

RW Products Promotion Initiative Office

FAX: +81-(0)3-3495-4673

<https://www.pioneer.co.jp/rwppi/contact/index-j.html>