



## Allied Vaughn Launches Content Protection for DVD-R

### Allied Vaughn Licenses Technology and IP from Sonic Solutions for Duplicating DVD Projects

**Minneapolis, MN (October x, 2007)** – Allied Vaughn announced today they have signed a licensing agreement with Sonic Solutions® for Sonic DVD On Demand™ and Qflix™. The new Allied Vaughn services and solutions provide a new, secure platform for digitally distributing sensitive materials for businesses communicating with employees and customers, as well as content owners creating premium video entertainment and special interest videos.

The agreement allows Allied Vaughn’s DVD duplication service and its proprietary Media-On-Demand (burn on demand) solution to convert and format video streams into interactive DVDs and to apply proven content protection schemes to discs at time of recording. Customers duplicating single discs or ordering a small volume of DVDs may now secure content using Content Scramble System (CSS) encryption, as well as Macrovision’s RipGuard, and ACP technologies.

“By combining our online fulfillment capabilities with Sonic’s content protection for duplicated and on-demand DVDs, we offer entertainment, consumer and business content owners more titles for online ordering,” said Doug Olzenak, President of Allied Vaughn. “Our solutions eliminate the need for customers to invest in inventory. Rather than keeping an item in stock, the order is manufactured on-demand, seamlessly fulfilled and shipped. And our customer has the security of knowing they’ve protected their intellectual property from unauthorized copying and distribution.”

“Through our collaboration with Sonic, we are able to offer our online fulfillment capabilities with their technologies, allowing us to offer entertainment and special interest content owners a new way to monetize more of their libraries,” continued Olzenak. “It also allows our corporate customers with sensitive and confidential business information a way to protect their brand identity by preventing content from being manipulated or copied and distributed to unauthorized parties.”

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*Integrate your content with Allied Vaughn’s unbiased media consultation services*



# NEWS RELEASE

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"We are pleased to be working with Allied Vaughn, who is showing that while Sonic DVD On Demand and Qflix are an excellent platform for the secure distribution of mainstream studio content, they also have an important role to play in securing sensitive corporate videos and short run specialty content," said Jim Taylor, senior vice president and general manager of Sonic Solutions' Advanced Technology Group.

"By integrating Sonic's technologies into our offerings, we can minimize the need for custom application development and the associated costs and deployment time," explained Olzenak. "Our customers can provide protected DVDs on-demand from their web stores; or they may implement Kiosk solutions in retail environments where we provide access to all of their video content; or they can offer download and burn capabilities directly to a consumer or an employee."

## About Allied Vaughn

Allied Vaughn (<http://www.alliedvaughn.com>) is the only company offering unbiased media consultation because it's the only company providing every current solution for manufacturing and delivering content to the business and consumer markets. Clients rely on Allied Vaughn for a variety of electronic content and delivery options, including streaming, downloading and web broadcasting, as well as CD/DVD copies and fulfillment. Allied Vaughn also offers its proprietary Media-On-Demand online solution, and a growing number of Fortune 500 clients are using its Digital Asset Management Services to manage their rich media libraries. Looking to the future, Allied Vaughn is partnering with some of the leading technology companies in the U.S., uncovering the additional potential of proprietary Burn-On-Demand and Download-To-Burn product offerings.



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DIGITAL ASSET  
MANAGEMENT



MULTIMEDIA  
DESIGN



DVD & CD  
DUPLICATION



DVD & CD  
REPLICATION



MEDIA  
ON-DEMAND



FULFILLMENT  
MANAGEMENT

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