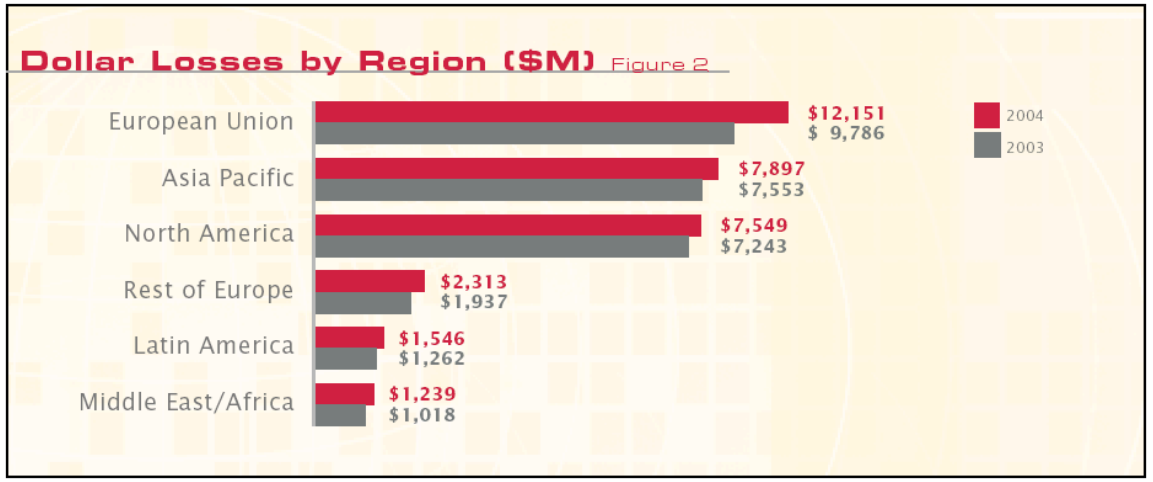
SecuROM™ v7

Copy Control Solution for Non-Games Industry

Europe, March 2006

In 2004 piracy caused a loss of 12.151 Million USD in the European Union. Are you aware of losing money?

- Average European software piracy rate is above 50%
  - Estimated European average edutainment piracy rate is above 60%



Piracy Study / Business Software Alliance (www.bsa.org) / May 2005

- Retail price of a 10k CD-ROM edutainment title is approx. € 25.- per disc
  - Publisher earns € 5.- per disc
  - Assuming a 40% piracy rate means 6667 illegal copies
  - Loss of up to € 33.335.- if an edutainment title does not use copy protection

Use SecuROM™ v7 to protect your intellectual property. Hard on hackers, easy on you.

- Copy control for software on CD-ROM, DVD-ROM, and CD-R
  - SecuROM™ is media independent. Same concept for all types.
- The protected program is bound to an original disc holding a keycode
  - During the copying process the essential keycode gets lost

Original replicated disc / Software will work
(contains of protected EXE + keycode)

Illegal copied disc / Software will not work
(contains of protected EXE, keycode got lost)

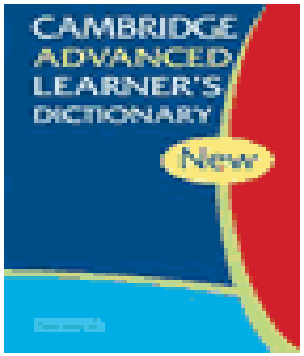
- SecuROM™ supports the protection of executable files
  - Windows 32Bit and 64Bit applications
  - Copy control for Mac OSX available as well

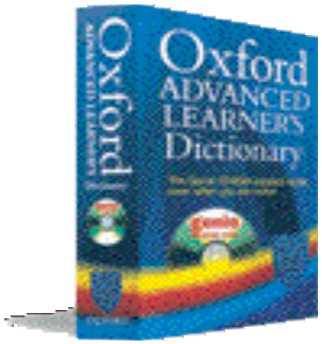
Microsoft Windows

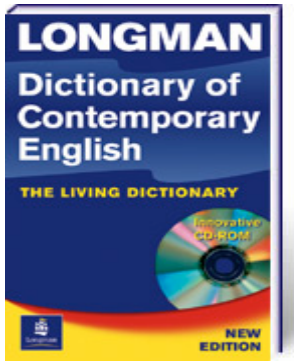
Sony DADC

Current SecuROM™ v7 titles in the market give us excellent feedback! > 3 million protected dictionaries worldwide.

- Market leading dictionaries are protected with SecuROM™ v7 BE
  - Oxford‘s Advanced Learner‘s Dictionary
  - Cambridge‘s Advanced Learner‘s Dictionary
  - Dictionary of Contempory English (Pearson Longman)





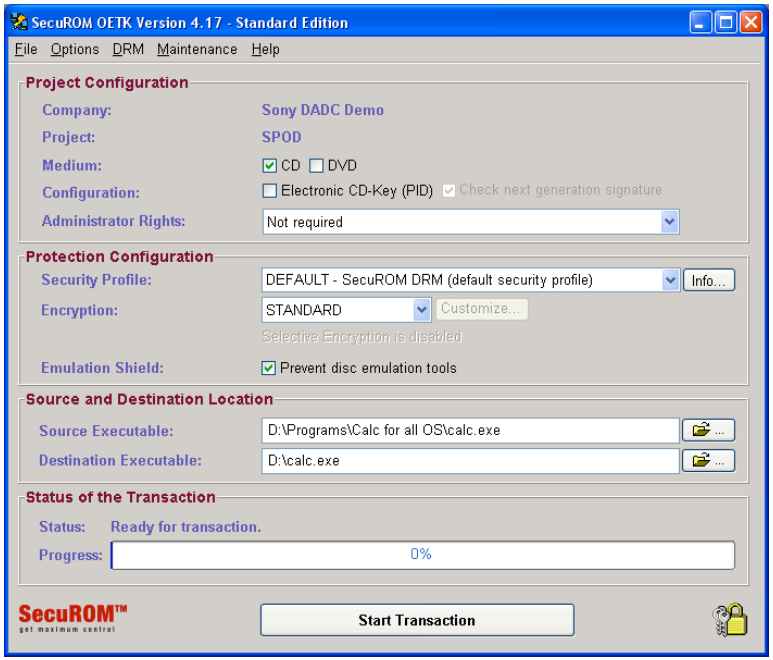


- Overall only 4 claims have been sent to the technical support hotline
  - Excellent compatibility rate of 99.99999997%

- Not a single working illegal 1:1 copy for more than 3 years
  - Enhanced SecuROM™ signature cannot be copied to CD-R or DVD-R

Encrypt and test your applications within minutes. Only possible with the SecuROM™ Online Encrytion Toolkit

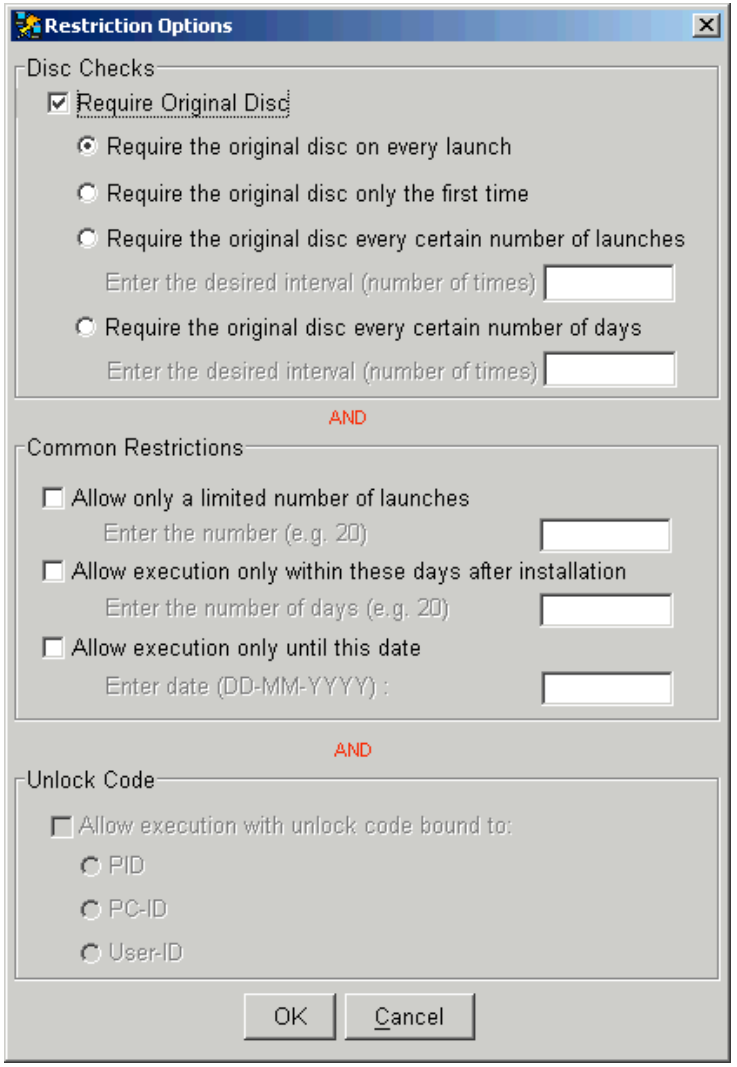
- Client-Server program to allow encryption & testing at publisher side
  - Available 24/7.
  - No need to involve Sony DADC in encryption process
- Available via GUI and Commandline
  - Major publishers make encryption part of their build process



- SecuROM™ updates will be uploaded onto the server
  - Operators of the OETK always use latest version
  - Final master can be created at publisher side

Different publishers have different security requirements. SecuROM™ v7 BE therefore offers various DRM settings.

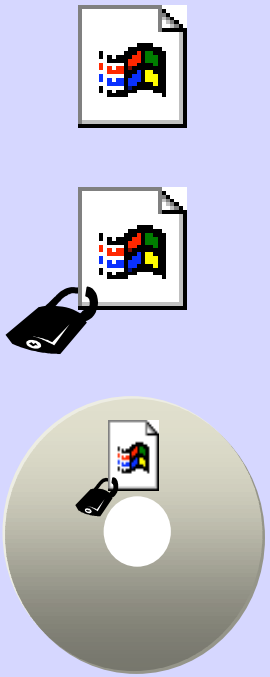
- Disc related DRM options
  - Very convenient for endcustomers
  - Define periodic checks
  - Launches / Days
- Common DRM options
  - To limit functionality
  - Used for demos
  - Try & Die feature
- Combination of DRM options
  - e.g. disc check and time limit



Enjoy the simple workflow. Only 7 steps to the final disc!
SecuROM™ – Hard on hackers, EASY on YOU.

- Publisher/Studio develops software
- Security department encrypts software
- Mastering Lab builds final master
- QA verifies functionality
- Publisher sends master for replication

Publisher



- SecuROM enabled plant adds keycode
- SecuROM enabled plant sends final discs

SEP

Publishers enjoy the flexibility to replicate their SecuROM titles at more than 50 enabled facilities worldwide.

- Sony DADC manufacturing facilities worldwide offer SecuROM™
  - US, Canada, Austria, Mexico, Brazil, Australia, India, HK, Shanghai
- Beside Sony DADC, all other majors companies do offer SecuROM™
  - Sonopress, Cinram, Technicolor, Deluxe, JVC, Zomax, MPO, etc.
- SecuROM™ satisfies publisher needs at more than 40 partner facilities
  - 18 facilities available in North & Latin America
  - 11 facilities available in Europe
  - 12 facilities available in Asia
- Further SecuROM™ installations already planned

You have questions or need support? It‘s Saturday? No worries – Sony DADC takes care.

- Worldwide team takes care about publisher & end-customer requests
  - Support members located in Asia, Europe and US
  - 24/7 support - also available on weekend and bank holidays

- 95% of all claims solved within 12 hours
  - 99.9% solved within 24 hours
  - Appr. only 3-4 SecuROM claims per title
  - 90% of all end-customers are using virtual drives, emulators or clones

- Emergency concept ensures maximum up-time of IT infrastructure
  - Servers are monitored every 10 seconds

Let‘s compare SecuROM™ v7 versus other copy control solutions and get the facts!

- From a publishers point of view, SecuROM™ v7 is the best solution.

	SecuROM™ v7	Solution 2	Solution 3	Solution 4
Security (1:1Copy/Crack)	_ / _	_ / _	_ / _	_ / _
Compatibility	_	_	_	?
Workflow	_	_	_	_
Turnaround Time	_	_	_	_
Simplicity	_	_	_	_
Support	_	?	_	?

- So think of legitimate end-customers as well.

	SecuROM™ v7	Solution 2	Solution 3	Solution 4
Easy to use	_	_	_	_
Support	_	_	_	?
Public Opinion	_	_	_	?

Why not invest € 1.450.- for SecuROM™ if you can get an additional profit of € 8.550.- and a ROI of 600%!

- Retail price of a 10k CD-ROM PC edutainment title is € 25.- per disc
  - Publisher earns € 5.- per disc
  - Turnover of € 50.000.- without SecuROM™
- Assume at least 40% piracy (6667 customers are using copies)
  - Overall 16.667 (100%) customers have a legal/illegal copies of your product
- Assume that 30% of the 6667 illegal customers will buy your product
  - 2.000 additional discs sold. Additional turnover is € 10.000.-
- Turnover using SecuROM™ is € 60.000.-
  - SecuROM™ costs for a 12k CD-ROM title is € 1.450.-
  - Additional profit using SecuROM™ is € 8.550.-
  - ROI is approximately 600%
- Break-even is already reached at 256 additional discs.

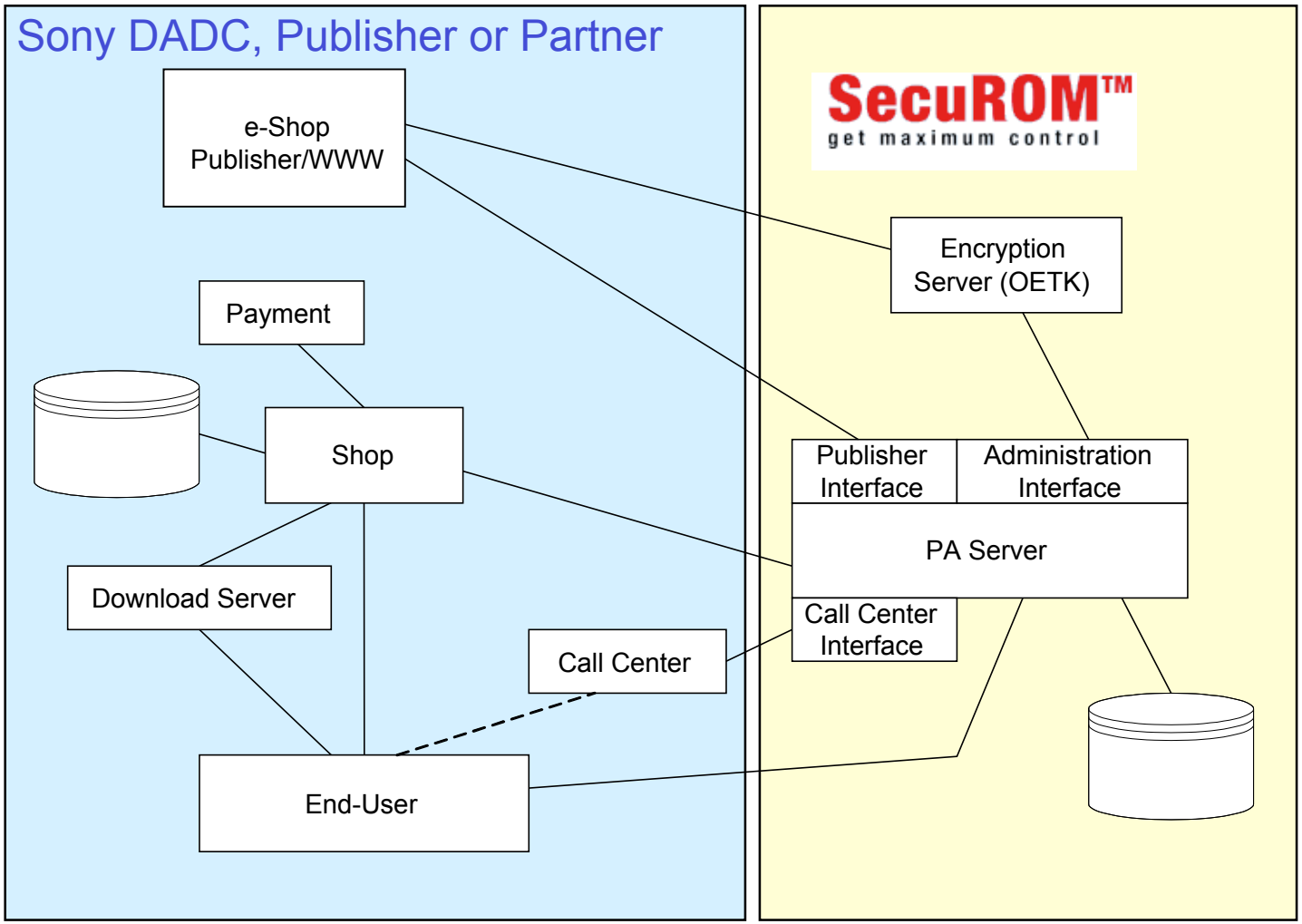
What has been/will be implemented into latest/future SecuROM™ versions?

- Improved Anti Emulation & Security Algorithms (Virtual Machine)
  - Ongoing development to ensure emulation tools do NOT work
- Data File & DLL Encryption Feature
  - Encrypt data files and librarys in addition to executable applications
- Online Verification Feature
  - Previous DRM (time based) features only worked offline
- Basic Product Activation Concept
  - First meetings with partners took place in October 2005.
- New SecuROM™ signature to fight against emulation
  - Current signature will still be applied due to backwards compatibility

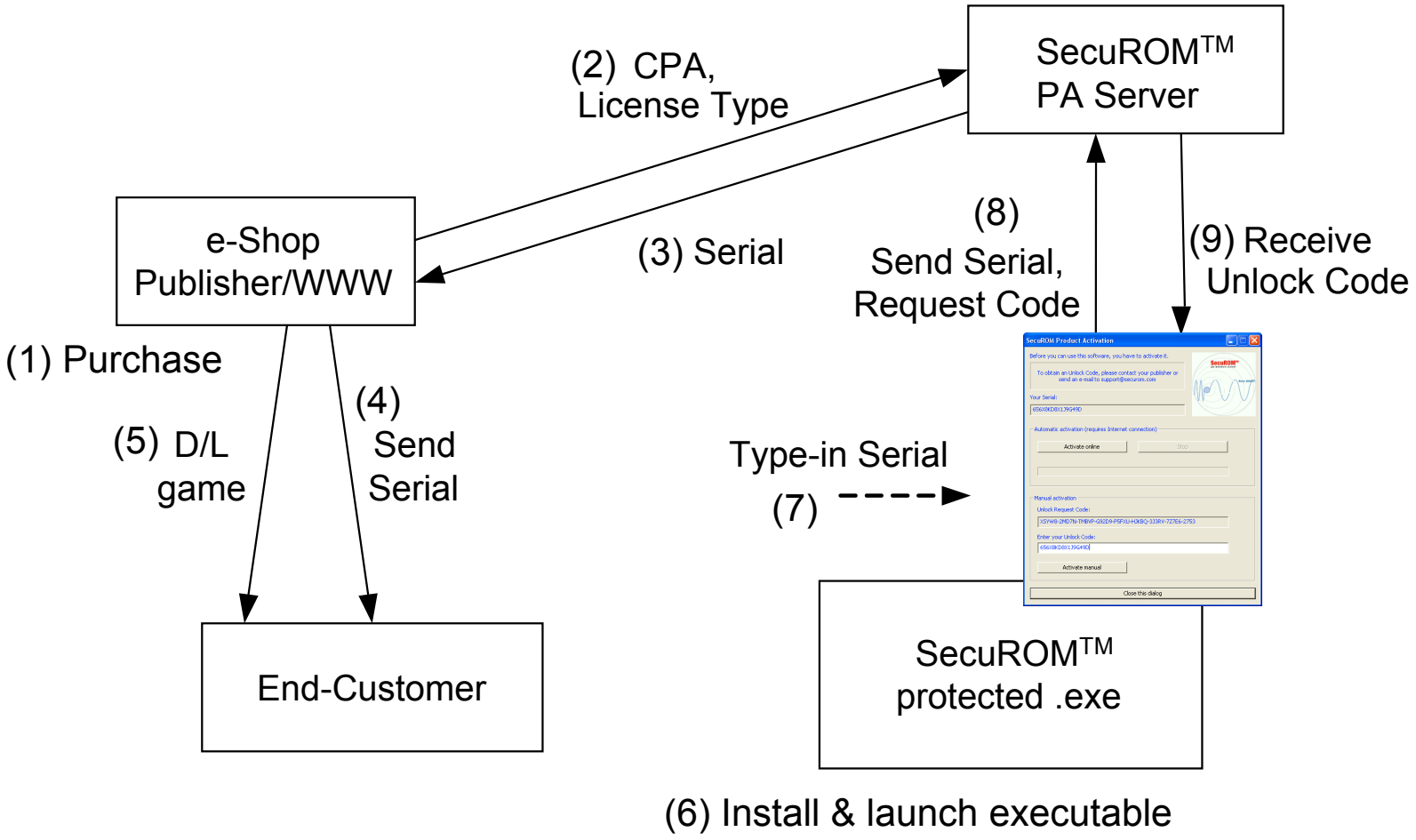
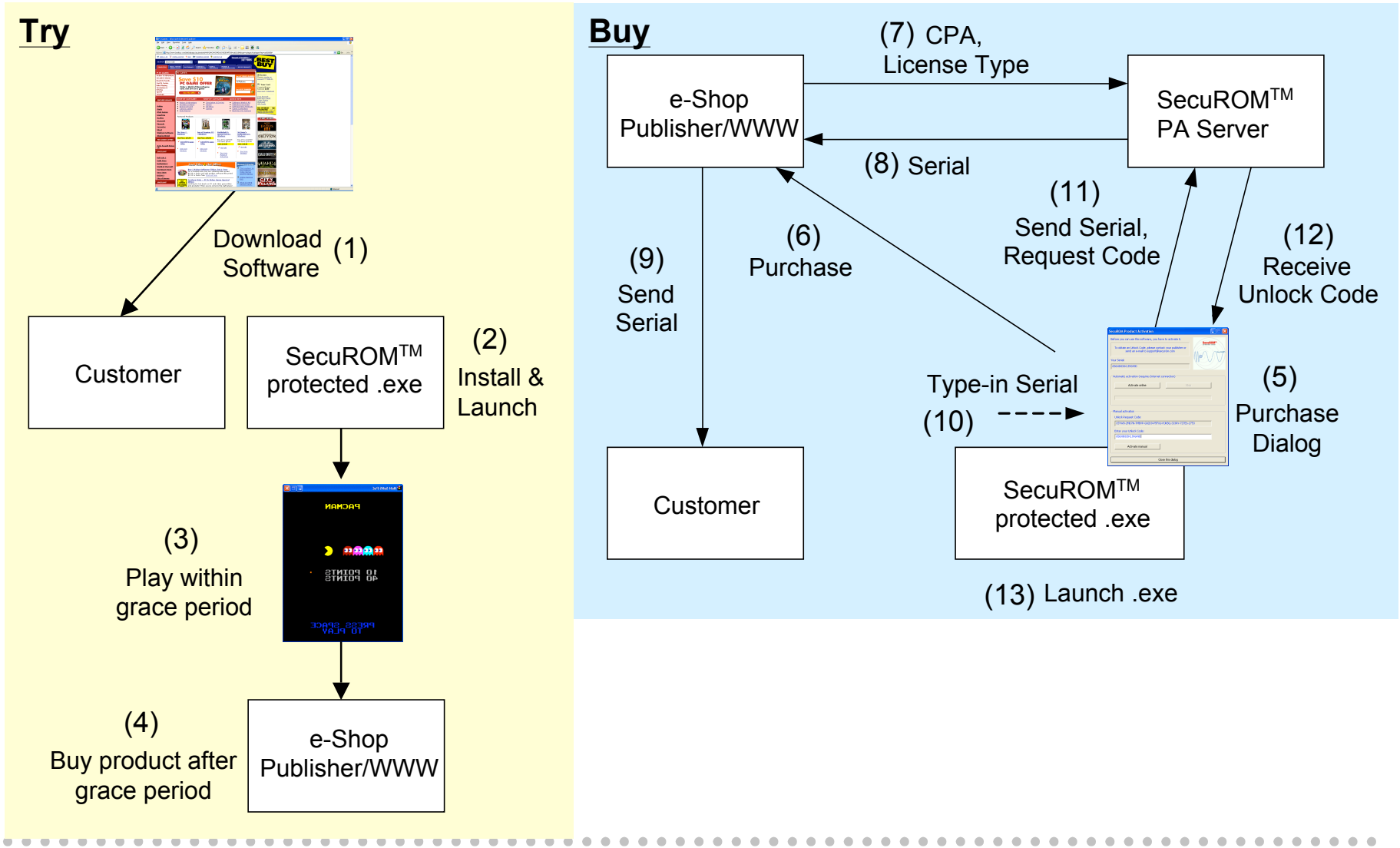
Edutainment publisher worldwide trust SecuROM™ v7 and benefit of it‘s high level of security,compatibility and services!

Sony DADC

System Architecture



Purchase Process



Try & Buy Scenario