



CINEA DEMONSTRATES FIELD READY SECURITY SOLUTION

Los Angeles, CA (July 18, 2002). Cineia Inc., a leading provider of security solutions for the entertainment marketplace, announced today that they have successfully completed demonstrations of their COSMOS Digital Cinema Security Solution. COSMOS is the first ready-to-deploy security solution offered to the marketplace by an independent service provider. The demonstrations took place at the Entertainment Technology Center in Hollywood for an invited group of studio executives and industry observers. The solution was demonstrated on an EVS server. Studio executives were shown the critical features of the system, including hardware based key management and storage, secured logging and audit, optional re-encrypt, and out of band key transport.

“Over the last two years, we have worked closely with the studios to understand their requirements for security in this market. We’ve built a system that is second to none in the strength of its security features,” said Robert Schumann, CEO and founder of Cineia.

Mr. Schumann continued, “From the outset, the studios have been unanimous in insisting that there be choice in the security solutions available in the marketplace. We have designed our service to be an independent service offering, working with any mix of compression and transport schemes. Our goal is to be the premiere trusted third party security provider for the digital cinema market.”

Cineia’s service offering is built on a hardware-based, closed loop security system which includes an encryption workstation, back-end servers and theatre-based security modules. Fundamental to the offering is the COSMOS security module that concentrates the critical security features; key management, business rule enforcement, auditing, local re-encrypt and playback authentication into secure silicon. This architecture enables highly secure systems where neither keys nor content are ever in the clear.

Said Laurence Roth, Vice President of Business Development and Marketing: “We understand that the timeline for a final determination of industry standards will be over the next 18-24 months. We now have a system ready to protect digital releases today, and we look forward to being an integral part of the testing and trials that take place over that timeframe.”

About Cineia

Cineia is a leading provider of security services for the entertainment marketplace. The Company provides integrated solutions for optical protection, secure content distribution, piracy tracking and security control/auditing. Cineia’s “whole security” solution combines three interdependent components: security operations, integrated hardware/software technologies, and business support systems. The Company’s senior engineering team, formerly the developers of the highly regarded Divx™ encrypted DVD platform, have an unblemished track record in providing highly scalable, highly secure content security systems to the motion picture industry.

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