



MEDIA-TECH 2010 Global Expo and Summit Program Overview

May 19, 2010

- 09:00 AM - 6:00 PM** **Blu-ray Disc Academy**
The MEDIA-TECH Association along with the support of the Blu-ray Disc Association will present this new forum showcasing the creative aspect of the Blu-ray format and how it can turn into business opportunities.
- 10:00 AM - 6:00 PM** **MEDIA-TECH Expo**
- 10:00 AM - 6:00 PM** **Sony 3D Theatre on booth no. C 9**
- 1:00 PM - 2:00 PM** **AACS Managed Copy Session**
As the Blu-ray ecosystem evolves and grows, AACS will be adding new function to support the format.
- 2:00 PM - 4:00 PM** **CDSA Global Antipiracy Meeting**
Peter Wallace – Director, Anti-Piracy and Compliance Programs EMEA for CDSA talks about their new Content Protection and Security Program.
- 6:30 PM - 9:00 PM** **MEDIA-TECH Networking Party**



May 20, 2010

- 09:00 AM - 1:00 PM** **MEDIA-TECH Summit**
Official annual conference of the MEDIA-TECH Association featuring top-level industry leaders.
- 10:00 AM - 6:00 PM** **MEDIA-TECH Expo**
- 10:00 AM - 6:00 PM** **Sony 3D Theatre on booth no. C 9**
- 09:00 AM - 6:00 PM** **IDDA Conference**
This will be a valuable opportunity to meet and talk to your peers in the media duplicating industry.
- 5:30 PM** **Bayer MaterialScience Customer Party**



May 21, 2010

- 10:00 AM - 1:00 PM** **MEDIA-TECH Expo**
- 10:00 AM - 1:00 PM** **MEDIA-TECH Technology Workshop**

MEDIA-TECH
association

MEDIA-TECH Association

P.O. Box 1104
D-63793 Kahl/Main
Germany

US address

MEDIA-TECH Association
P.O. Box 771507
Orlando, Florida 32877
USA

Managing Director

Bryan Ekus
Phone: +1 407 856 9100
e-mail: bekus@media-tech.net

www.media-tech.net



Blu-ray Disc Academy

19 May 2010 Forum, Frankfurt, Germany | www.blurayacademy.com

Sony DADC

Blu-ray
3D

3D. Makes it real.

Blu-ray turns home entertainment into a cinematic experience with High Definition picture & sound, full interactivity and now also captivating 3D.

As the service partner of choice for the entertainment industry, Sony DADC supports local and international entertainment producers with all their Blu-ray and 3D requirements.

www.sonydadc.com/3D



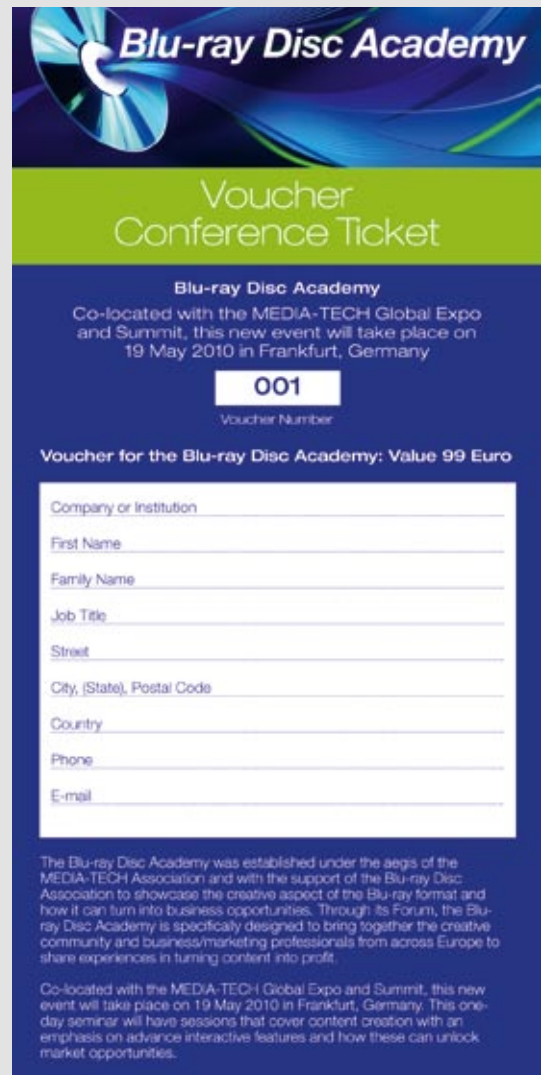
Dear MEDIA-TECH Association Members,

Co-located with the MEDIA-TECH Global Expo and Summit, the Blu-ray Disc Academy (www.blurayacademy.com) will take place on 19 May 2010 in Frankfurt, Germany. This one-day seminar will have sessions that cover content creation with an emphasis on advance interactive features and how these can unlock market opportunities. The unique component of this forum will be the state-of-the-art live demonstrations from pioneering production companies.

MEDIA-TECH Association members and your staff receive a special 10 % discount off the entrance fee of 99 Euros by entering RC2010BDA when registering via:

<https://www.regonline.com?eventID=854514&rTypeID=357896>

Member can also purchase vouchers for your customers (in quantities of 5 or more) and be given an extra discount of 10 %. Please contact Bryan Ekus (bekus@media-tech.net) directly if you are interested in obtaining the vouchers or with any questions that you may have.



Blu-ray Disc Academy

Voucher
Conference Ticket

Blu-ray Disc Academy
Co-located with the MEDIA-TECH Global Expo and Summit, this new event will take place on 19 May 2010 in Frankfurt, Germany

001
Voucher Number

Voucher for the Blu-ray Disc Academy: Value 99 Euro

Company or Institution _____
 First Name _____
 Family Name _____
 Job Title _____
 Street _____
 City, (State), Postal Code _____
 Country _____
 Phone _____
 E-mail _____

The Blu-ray Disc Academy was established under the aegis of the MEDIA-TECH Association and with the support of the Blu-ray Disc Association to showcase the creative aspect of the Blu-ray format and how it can turn into business opportunities. Through its Forum, the Blu-ray Disc Academy is specifically designed to bring together the creative community and business/marketing professionals from across Europe to share experiences in turning content into profit.

Co-located with the MEDIA-TECH Global Expo and Summit, this new event will take place on 19 May 2010 in Frankfurt, Germany. This one-day seminar will have sessions that cover content creation with an emphasis on advance interactive features and how these can unlock market opportunities.

SONY DADC will demonstrate Full 3D at MEDIA-TECH 2010

With consumer electronics manufacturers entering the 3D market this spring and summer, BD 3D popularity has increased significantly due to blockbuster films, the introduction of 3D televisions, and the move toward a common format for home 3D Video.

At the MEDIA-TECH Expo and Summit, Sony DADC will demonstrate live their BD production capabilities free of charge for all registered attendees. See Sony DADC at booth C9 at the MEDIA-TECH Global Expo and Summit May 19+20 in Frankfurt.

AACS Managed Copy Session in Frankfurt

As the Blu-ray ecosystem evolves and grows, AACS will be adding new function to support the format. One of the most significant changes is Managed Copy, and the priority of this session is to give participants more information on their roles as Managed Copy moves closer to launch. In addition, a general status on AACS will be shared with the attendees, and discussion welcomed.



Connect Yourself to the World of Storage Technology!
Book now and contact your MEDIA-TECH Sales Office:
Phone: +49 - 6181 - 982 80 42 | Mail: y.meyer-grandpierre@go-metacom.de

MEDIA-TECH Global Expo and Summit **2010**

19 - 20 - 21 May, 2010
Frankfurt, Germany

Connecting the World of Storage Technology

MEDIA-TECH 2010 Global Expo and Summit Highlights

- Day 1 Blu-ray Disc Academy** New forum showcasing the creative aspect of the Blu-ray format and how it can turn into business opportunities
- Day 2 MEDIA-TECH Summit** Top-level industry leaders addressing current challenges and unique opportunities within the Media Manufacturing Industry
- Day 3 MEDIA-TECH Technical Laboratory** Industry experts road mapping future trends for 3-D technology

Visit www.media-tech.net for up-to-the minute details.



MEDIA-TECH
association
www.media-tech.net

Now there's an easier way to protect against illegal copying.

Think you need to hire this guy to protect your short-run video productions? Think again. Now there's an easier and more affordable way.

CopyBlock, from Rovi, allows you to apply dual protection – anti-rip and anti-copy – to your videos without having to license anything from us, because the entire process is handled by your replicator.

We know it's infuriating when somebody steals your hard work and creativity. Don't get mad... get even. CopyBlock is so easy and economical, there's no longer any reason to end up on the short end of the stick. It's the best protection (a little) money can buy.

Find out more at
rovicorp.com/copyblock

rovicorp.com
join the entertainment

rovi