



Cinea Announces Expanded Watermark Support for Current and Next-Generation Codecs

New capability offers chip vendors an easily implemented forensic watermarking solution with broad-ranging device support for PCs, personal video devices, STBs

Reston, Va., April 9, 2007— Cinea, Inc., a subsidiary of Dolby Laboratories, announced today it has expanded support for its ultralight Running Marks™ watermarking technology to include compressed domain message insertion in MPEG-2 HD, H.264 SD, and H.264 HD. With its support for next-generation codec technology, Cinea can provide system operators and suppliers with a comprehensive lightweight approach to forensic watermarking that makes the unique serialization of video streams easy and affordable.

As announced at IBC2006, the Running Marks “ultralight” message inserter is a fundamental component of the Running Marks forensic watermarking technology, enabling unique serialized watermarking across the content distribution chain. The marking of unique video streams offers content owners and system operators the capability to track theft of content back to an individual device.

The patented Running Marks architecture separates the processing-intensive image analysis stage from the efficient message insertion stage. As a result, the Running Marks message inserter can support a wide spectrum of consumer devices, from legacy set-top boxes and media-enabled mobile phones to portable media players and personal computers.

“Our solution was developed to be easily implemented within existing decoder architectures for nearly any video playback device,” said Rick Whittemore, Director of Product Marketing, Cinea. “Running Marks requires little computational power inside the security perimeter of the decoder chip. It fits naturally into the video data path and is inherently more secure than watermark solutions that place marks into an uncompressed video stream.”

Running Marks is also a fully renewable system. This allows Cinea to quickly and efficiently update watermarks with a revised security code in the event that a Running Marks watermark is ever compromised. It also allows for updates to preprocessing and recovery methods on the back end without requiring changes to equipment already at use in the field.

“The Running Marks architecture and lightweight inserter made integrating Running Marks in our SMP8620 Series Media Processors a very straightforward process,” said Thinh Tran, CEO, Sigma Designs. “We are delighted to see the expansion of codec support to include next-generation compression technologies like MPEG-2 HD and H.264, which are just now being deployed in the marketplace.”

Demonstrations of Running Marks applications will be on display at Dolby's NAB2007 booth, N2513.

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About Cinea

Cinea, Inc., a Dolby company, develops and commercializes a broad variety of content-protection solutions for the motion picture and television industries. Current customers include many of the major film studios as well as leading service vendors in the entertainment industry. The company's forensic watermarking technology, Running Marks, allows content owners to track pirated content to specific devices, from set-top boxes to PCs to portable video devices to mobile phones. Cinea's executives are well-known authorities on content protection and forensic watermarking. The company is also a founding member of the Digital Watermarking Alliance. For more information about Cinea, Inc. or Cinea® technologies, please visit www.cinea.com.

Certain statements in this press release—including statements regarding the performance, features, reliability, and capabilities of Running Marks and its expanded support for current and next-generation codecs; the potential benefits that content owners, systems operators, and other users may derive from Running Marks and its expanded support for current and next-generation codecs; the compatibility of Cinea's Running Marks forensic watermark technology with a wide spectrum of consumer devices; and Cinea's ability to successfully develop antipiracy protection solutions that improve or enhance protection of entertainment intellectual property—are "forward-looking statements" that are subject to risks and uncertainties. These forward-looking statements are based on management's current expectations. The following important factors, without limitation, could cause actual results to differ materially from those in the forward-looking statements: risks that adoption of Running Marks and its expanded support for current and next-generation codecs may not occur as currently anticipated; risks that Running Marks and its expanded support for current and next-generation codecs may not perform as anticipated; risks associated with building market acceptance of and demand for Running Marks and its expanded support for current and next-generation codecs; competition risks for watermarking technology; rapid changes in technical requirements for antipiracy protection; and other risks detailed in Dolby's Securities and Exchange Commission filings and reports, including the risks identified under the section captioned "Risk Factors" in its most recent Periodic Report on Form 10-Q or 10-K. Dolby disclaims any obligation to update information contained in these forward-looking statements whether as a result of new information, future events, or otherwise.

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