

Press Release

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ETC[®]

Entertainment

Technology Center

THE INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE JOINS FORCES WITH THE ENTERTAINMENT TECHNOLOGY CENTER TO STREAMLINE DIGITAL CONTENT DISTRIBUTION

Singapore's Participation in ETC Highlights Singapore's Emergence as a Global Player and Key Distribution Node for Asia-Pacific

LOS ANGELES (December 11, 2008) / SINGAPORE (December 12, 2009) – The Entertainment Technology Center @ USC (ETC) [www.etcenter.org], a non-profit consortium that brings top entertainment and technology companies together with next-generation consumers, today announced a formal collaboration with the Infocomm Development Authority of Singapore (IDA Singapore) to influence and extend digital content delivery opportunities in Singapore and throughout Asia. Singapore is internationally recognized for its strict IP protection and for its aggressive laws aimed at piracy abatement. IDA Singapore functions as the Chief Information Officer for the Singapore Government. IDA's goal in joining the ETC as a project sponsor is to connect global content owners, global service providers, and local Singapore companies to discuss and develop models for digital content to be re-distributed to Asian countries across different distribution platforms, including cable TV, VOD, IPTV, mobile, broadcast, Internet and others.

The ETC was founded in 1993 with the goal of bringing technology and entertainment visionaries together to collaborate on the future of entertainment technology. Sponsoring participants include major studios: Disney, Sony Pictures Entertainment, Twentieth Century Fox, Paramount, and Warner Bros.; along with technology leaders such as Cisco Systems, Deluxe Laboratories, and Thomson. ETC's work with these companies has allowed the Center to play a pivotal role in shaping the future of electronic content distribution, including providing the venue (the Digital Cinema Laboratory) that helped enable digital cinema's evolution. As part of this collaboration, the IDA will work with ETC members to

participate in development of models for future distribution of digital content and will represent the marketplace needs of the Asia-Pacific region in helping to create a more efficient digital distribution supply chain.

“Having IDA Singapore at the table with us will greatly facilitate our mission of enabling entertainment and technology organizations to empower all consumers to easily discover and enjoy entertainment anytime/anywhere,” explains KC Blake, the director of business development at the ETC.

The collaboration between the ETC and IDA underscores Singapore’s emergence as a global player and key distribution node in Asia Pacific for highly valued assets for broadcast, cable, Video-On-Demand, IPTV, mobile and internet. Mr James Kang, Assistant Chief Executive, Government Chief Information Office, IDA, adds that “Through IDA’s collaboration with international industry players such as the ETC, we hope to enhance Singapore’s value proposition as a trusted global digital marketplace that is supported by a strong ecosystem of secure and robust services for management, trade and distribution of digital content through Singapore into the rest of the world.”

About the Infocomm Development Authority of Singapore

The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing info-communications in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies

About the Entertainment Technology Center @ USC

The Entertainment Technology Center @ USC is a non-profit organization within USC’s School of Cinematic Arts which brings together the top entertainment, technology and consumer electronic companies to discuss how to understand what next-generation consumers want and then to work towards new entertainment products and services for the future. Including the School of Cinematic Arts, ETC’s Executive Sponsors are Disney, Sony Pictures Entertainment, Twentieth Century Fox, Viacom/Paramount, Warner Bros. Entertainment, along with Alcatel-Lucent, Cisco, Deluxe Entertainment Services Group, Inc., Lucasfilm Ltd, Sharp, TATA Consultancy Services, Thomson, and Volkswagen Group of America. Additionally, ETC’s Anytime/Anywhere Content Lab (AACL) is sponsored by Dolby, LG Electronics, and SanDisk. For more information, email: info@etcenter.org