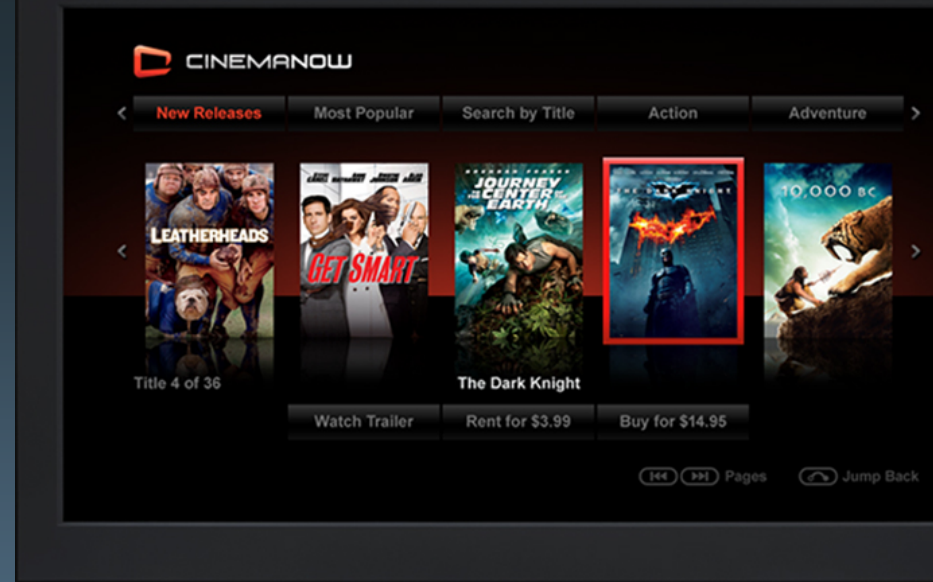


# SONIC

## CES 2009





# The leader in Media Creation and Consumption from Hollywood to Home

From Hollywood DVD  
Authoring & Interactive  
Services....

To home DVD and CD  
creation and  
playback....

To PC SDKs and set-  
top box solutions for  
digital media



85% of all  
Hollywood  
DVDs are  
made by Sonic



>70% of all PC  
DVD recorders  
are powered by  
Sonic



3<sup>rd</sup> parties  
standardize on  
Sonic for DVD  
play and burn

The

**#1**

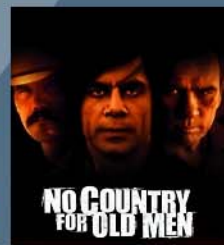
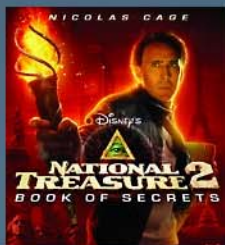
movie  
download  
service.

- 9-year history of innovation.
- Huge licensed catalog of movies, TV shows + music videos.
- Largest ecosystem of compatible devices including connected PCs, TVs, portable media players (PMPs), set top boxes (STBs) and game consoles.
- **First** to deliver feature films on an “Electronic-Sell-Through” basis.
- **First and only** company to legally offer major studio content in a “Download-and-Burn” format for playback in standard DVD players.

# Comprehensive Library

The largest licensed catalog of over **14,000** titles.

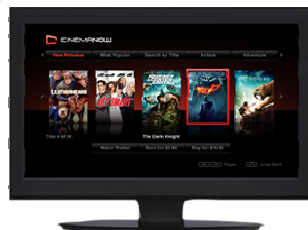
- All major studios signed
  - All major music labels signed or in negotiations for music videos
  - 2,000+ TV episodes
- Growing international catalog (including studio content)
  - Over 350 independents signed



# Powering The Digital Ecosystem: NOW



Mobile Phones



Connected TVs



Qflix



Portable Devices



Set-top boxes,  
PVRs



Blu-Ray Players



# The CinemaNow Advantage: Consumer Flexibility



**BUY**

on an embedded device,  
PC or TV

**PLAY**

on any CinemaNow-enabled  
device, PC or TV

**DOWNLOAD**

movies instantly.

**STREAM**

movies instantly.

**VIEW**

purchased movie library  
(regardless of content origin).

**SEND**

to any CinemaNow-connected  
device with storage.

**ENJOY**

without worrying about codecs.

- Better/Newer Content than Netflix
- More Compatible than Amazon



**NETFLIX**

- **CinemaNow delivers new titles NOW**
  - Netflix subscription downloads are typically >2 years AFTER DVD
  - No monthly subscription required!
- **CinemaNow titles can be move seamlessly between multiple devices w/ different DRMs & Codecs**
  - Qflix DVDs, Portable devices, Connected TVs

# SONIC CES NEWS

- **Industry Chooses Sonic**

- PCs: Dell, HP
- STBs: LG, Nintendo/Fujisoft, Prodea, Verisimo (VuNow)
- Platforms: Intel, Yahoo! Widgets

- **CinemaNow SDK**

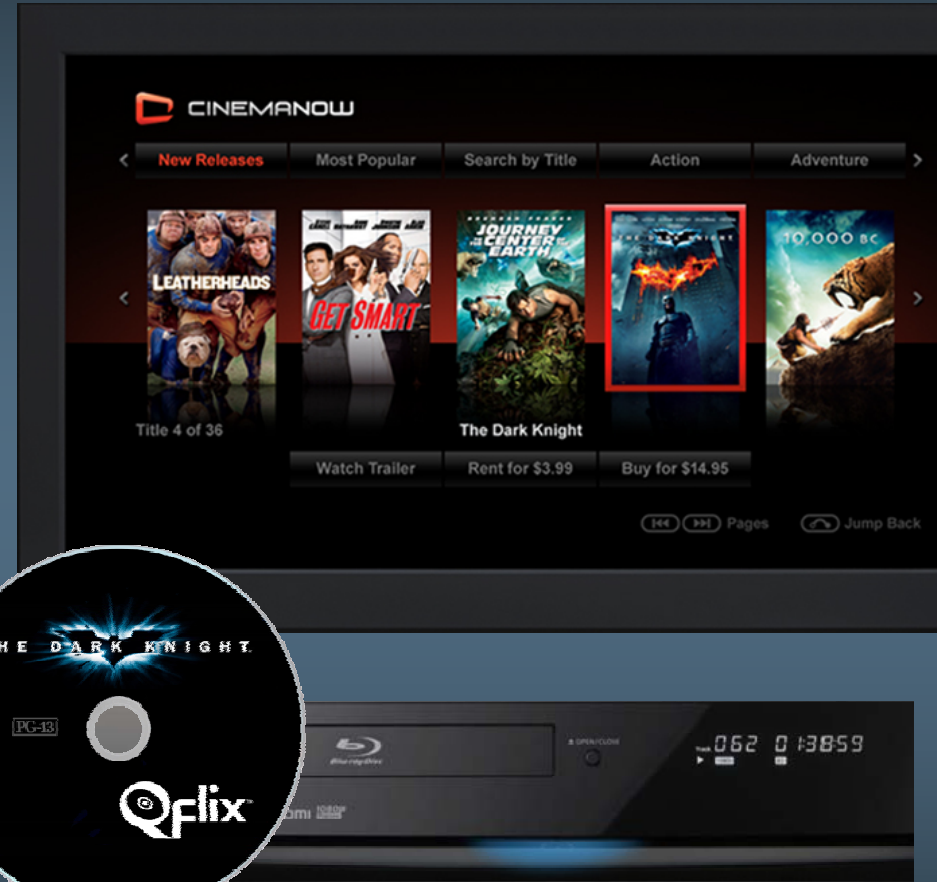
- Complete web services and software for consumer electronics and PCs
- Access 14,000+ titles for VOD and EST
- Blu-ray, DVD software plugs-ins for integrated disc+internet entertainment





# CINEMANOW SDK

- **CE & PC makers want integrated movie stores**
  - Movies sell next-gen boxes
  - Consumers want choice & ease-of-use
- **CinemaNow SDK makes it fast and easy to get going**
  - Speeds time to market for CE manufacturers
- **Add Qflix & Blu-ray**
  - Burn your titles to Qflix DVDs that play anywhere
  - Complete BD and DVD burn and play stacks



# CINEPLAYER Your PC Movie Manager

- **Consumers want cross-platform ease of use for PC movie management**

- One-click purchase
- Sync to mobile devices
- Library management

- **Roxio Cineplayer delivers!**

- Integrated store
- BD, DVD media player
- Qflix burning
- Device Sync
- Media management





# The Ultimate in Movie Portability

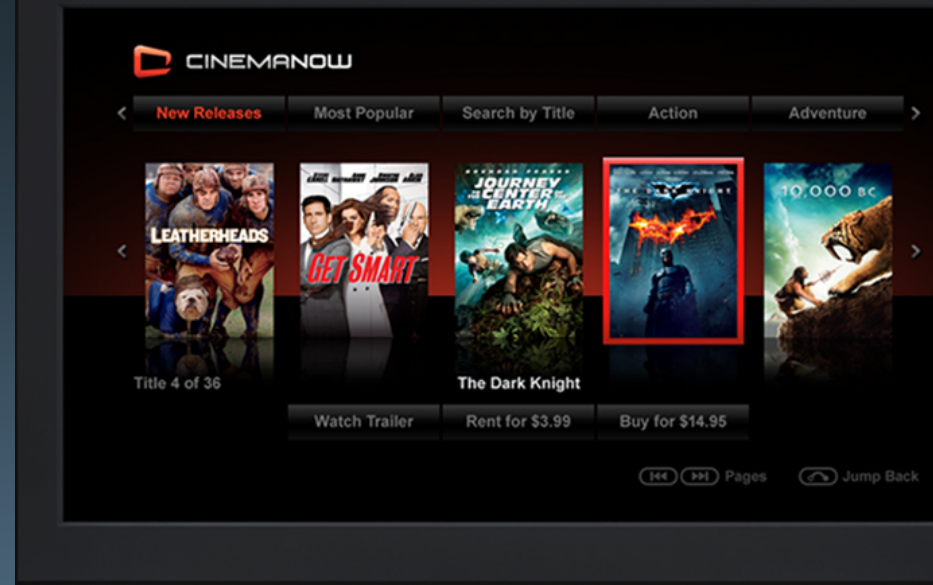
- **Qflix makes digital movies portable**
  - The flexibility of digital deliveries
  - The compatibility of DVD
- **Sales driver for home downloads**
  - 75% of internet users would download IF they could burn
- **Inventory management for retailers**
  - Access a vast catalog of titles from retail kiosk
  - Back-end DVD delivery systems for e-tailers



(Source: The Diffusion Group)

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# Thank you.