



Eyedea Worx is proud to offer the Affordable, dual protection that can increase your DVD sales.

Rovi's CopyBlock™ is the key to achieving a high level of DVD protection with minimal effort and cost. Added only at replication, CopyBlock offers highly effective double protection - at a very affordable price. With the ability to deter the top two piracy methods used by casual home copiers - ripping to a PC and CopyBlock delivers rip deterrence (thwarting freeware ripper programs) and anti-copy technology (copying via the analog "out" port in CE devices) based on Rovi's industry-leading technologies. CopyBlock is tested on hundreds of DVD players in multiple independent test labs to help ensure playability and high quality.

Still not convinced that CopyBlock is for you? Here are a few more reasons why now is the time to consider Rovi's protection solutions:

- Casual DVD piracy - home copying - is mainstream. Illegal ripping programs are available on the Internet for free.
- CSS protection mandated for DVDs has long been compromised by free ripper programs. Numerous popular and free ripping programs can easily circumvent CSS. Added protection is needed to frustrate casual theft.
- Casual DVD pirates may try a few methods to copy, but most are non-technical and won't spend more than 30 minutes trying to copy. Simply put, when frustrated from copying or ripping a DVD, more than two thirds say that they'll usually buy the DVD.

CopyBlock provides two modes of protection instead of just one - and it presents a high barrier for the casual pirate. If you present a high enough barrier to copying, you can turn would-be copiers into paying customers.

In addition, CopyBlock provides a much higher level of protection than CSS. CSS protection mandated for DVDs has long been compromised by free ripper programs. Unlike CSS, CopyBlock inhibits casual copying from a DVD player to a DVD recorder (analog) and it frustrates freeware and shareware ripper programs.

With CopyBlock, you can leverage some of the same Rovi technologies that are trusted by major motion picture studios to protect billions of DVDs worldwide - at an affordable price. And, CopyBlock is transparent to your DVD consumer, so you can deter piracy without compromising quality.

Because CopyBlock is designed for application at replication, you won't lose time or add steps to author or master. **We will take care of everything.**

Eyedea Worx is Committed to Quality, Excellence, and above all, 100% Customer Satisfaction. We offer the FASTEST delivery and most competitive pricing. **Please do not hesitate to contact your account manager with any questions.**

\$125 Set Up Fee (Per Title)

Price per unit

- \$0.10 per unit - 500 to 999pcs
- \$0.06 per unit - 1,000 to 24,999pcs
- \$0.05 per unit for 25,000pcs and up

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