Alpha DVD
Copy Protection Solution

www.settec.com
Company Overview

• About SETTEC, INC.

- Settec, Inc., spun off from LG in 1997, established itself as a pioneer in content protection services with the development of its trademark Alpha-DISC™
- optical disc media copy protection technology which includes: Alpha-ROM, Alpha-Audio, Alpha-DVD and Alpha-DPS. Since 2002, Settec, Inc. has continued to market and distribute its Alpha-DISC™ products in both the domestic and the overseas markets.

Despite the technological barrier and the fierce competition, with its robust copy resistant and high compatibility solutions, Settec has been successful in increasing its client base and market share. Furthermore, through strategic alliances and partnerships, Settec was able to expand not only its domestic presence, but also augment its influence in the international markets. As a testament to Settec’s technological feats, major recording and movie studios and software developers have recognized and adopted Alpha-DISC technology to their respected works. Also, Settec has established global business partnership with more than 15 resellers and 30 authorized M/R facilities around the world.

Recently, many security-related issues have been raised on the usage of USB devices. With the goal of minimizing security breaches, Settec began to develop USB copy protection solution using the similar technology as Alpha-Disc copy protection solution, the most advanced CD/DVD copy protection technology protecting hundreds and thousands of global organizations’ digital contents. After outstanding research and development, Settec has successfully released four types of Alpha-USB™ copy protection solutions – Alpha-USB Professional, Alpha-USB Expert, Alpha-Lock, and Alpha-DPS STK USB.

In this current era of diverse technological advancements, through its vast global network and comprehensive content protection solutions, Settec, Inc. plans to provide the essential protection solutions required by our clients in this rapidly changing environment. With its industry knowledge and experience, Settec will continuously develop and revolutionize the content protection and adopt new technological specifications demanded by the market such as online based solutions. As the leading copy protection technology provider, Settec has set its focus on the betterment of its existing technology and the development of robust digital content security and services, and constantly improve Alpha-DISC™ and Alpha-USB™.

• Key Factors

1. Since 2002, up to 2008, 1,314 companies have produced optical discs with Settec’s Alpha-DISC, exceeding 220 million discs in total.
2. Dominant market leader in the Japan copy protection market (Source: 2008 Japan Software PC Game Ethics Commission’s Research)
3. Up to date, 598 copy protected Japanese DVD Game titles released with more than 16,400,000 Discs (2003~2008)

• Company Reference

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3. Established annual license agreement on January 2006.

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2. Customized Alpha-DISC technology to provide End User with maximum compatibility, satisfaction and comfort.
3. Currently, more than 200 titles have been released with Settec’s copy protection and audio player.

1. Sony BMG distributes and sells Alpha-Audio protected audio CDs across Europe.
2. To maximize End User value, DRM solutions such as DRM file Download and Secure Burning Solution are supported.
3. Up to date, more than 22 million Alpha-Audio protected CDs have been produced.
What is Alpha-DVD Video?

- Alpha-DVD uses advanced copy protection technology that prevents unauthorized users from copying and/or ripping the contents from the disc. It also provides great compatibility with DVD-players for optimal customer satisfaction. Alpha-DVD is protected using the combination of two protection types – software-based Active protection and physical Passive protection. One of the greatest advantages of using Alpha-DVD is that the Active protection runs within the disc, which means there is no need to install any programs in the PC. Hence, the work process becomes highly efficient.

Features

<table>
<thead>
<tr>
<th>Protection Types</th>
<th>Alpha-DVD Solutions</th>
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<tbody>
<tr>
<td><strong>1. Disc to Disc Copy Protection</strong>&lt;br&gt;The most common way to copy DVD is by using burning software tools to duplicate the disc.</td>
<td><img src="image" alt="Disc to Disc Copy Protection" /></td>
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<tr>
<td><img src="image" alt="Burning Tool" /></td>
<td><img src="image" alt="Disc Copy" /></td>
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<tr>
<td><img src="image" alt="Alpha-DVD Video has a special protection embedded in the disc, which specifically targets on preventing disc to disc duplication. This makes the protection more effective." /></td>
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<tr>
<td><strong>2. DVD Ripping (Disc to HDD)</strong>&lt;br&gt;Another common way is to extract and the video files to avi, wma, and/or ts format by using a ripping tools.</td>
<td><img src="image" alt="DVD Ripping (Disc to HDD)" /></td>
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<tr>
<td><img src="image" alt="Ripping Tool" /></td>
<td><img src="image" alt="Ripping" /></td>
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<tr>
<td><img src="image" alt="Alpha-DVD's Passive protection effectively prevents from DVD ripping. Active protection also limits access to specific programs, preventing the usage of any DVD ripping tools." /></td>
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Alpha-DVD Copy Protection Solution

Alpha-DVD has Active protection that increases the effectiveness of copy protection. For example, Alpha-DVD discs can be only played by certain PC programs, and any other programs not specified cannot be played. In result, the owners of Alpha-DVD cannot rip the DVD into the hard drive using DVD ripping tools. In addition to Active protection, Passive protection increases the protection level by using physical copy protection solution. Lastly, Alpha-DVD solution can be customized to satisfy different customers' specific needs.
### Alpha-DVD Target Users

**A. Films**
- Major motion picture studios
- Independent film producers
- Short-film producers
- TV Series
- International motion pictures

**B. Educational DVD**
- Undergraduate and graduate lectures
- Academic institution lectures
- Tutors and other types of private lessons
- Corporate training DVD
- License and/or certificate lectures
- Various educational DVDs targeting teenagers

**C. Etc**
- Religious speeches
- Fitness training
- Photo gallery DVD
- Music videos
- Advertising and promotional DVDs
- Event Recordings

### Alpha-DVD Advantage

**Multi-Level Copy Protection**
- Most reliable copy protection for CD/DVD
- Active protection detects and disables any DVD ripping tools and disables copying and/or ripping functions.
- Active and Passive protection works simultaneously and provide protection on both software and physical level.
- In case a master DLT or a stamper of a normal DVD is lost or stolen, either can be used to mass produce unlimited replicas. However, only Settec’s authorized facilities can produce replicas using the master DLT or the stamper of Alpha-DVD.

**User-Friendly**
- Provide the most user-friendly copy protection solutions
- Alpha-DVD can be produced without affecting the standard DVD production process.
- Alpha-DVD does not require users to install any programs in their PC and runs like a normal DVD unless the user attempts to breach the protection.
- Test Disc in DVD+R format is provided to the clients before the mass production of Alpha-DVD. The clients can use the Test Disc to review and confirm that the finalized Alpha-DVD has satisfactory protection level and every component is processed as requested.

**Technical Scale**
- Copy protection solutions are customized to fit each client’s needs
- The compatibility and protection level can be customized to meet each customer’s specific needs.
- Alpha-DVD is supported in a wide range of operating systems, such as Windows 2000, XP, Vista, including 64 bit, and most DVD players available in the market.

**Reliability**
- Copy protection solution with proven compatibility
- More than 220 million Alpha-Disc produced for more than 1,314 businesses from 2002 to 2008.
- Alpha-DVD has been fully tested for great compatibility by third part testing labs, such as Testronic Laboratories and Intellikey Labs.
Alpha-DVD System Requirement

Supporting OS:

Windows 2000  Windows XP 32Bit  Windows XP 64Bit  Windows Vista 32Bit  Windows Vista 64Bit  Windows 7 32Bit  Windows 7 64Bit  Linux  Macintosh  Standard DVD Players

* Windows 98, Me or lower version not supported

Alpha-DVD Production Process