

## DPHI Datarius Inc. announces software support of Fortium Technologies Ltd.'s Patronus DVD Anti-Ripping copy protection.

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**The feature rich DataView software, the host software on the DataBank and other QA solutions from Datarius, now supports testing of DVD replica protected with Fortium's Patronus technology.**

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**Longmont, CO, February 16, 2009:** DPHI Datarius Inc. of Longmont, CO and DataPlay GmbH of Reutte Austria are pleased to announce the full implementation of Fortium Technologies new Patronus DVD Anti-Ripping Software into DataView, the host software for Datarius's latest series of full spec DVD analyzers. A software option plug-in is now available to customers who need to replicate and test Patronus protected DVDs for their customers.

"Patronus is a passive anti-rip solution that encapsulates video files on a DVD disc causing access to the content by common ripping programs to be controlled. The original media content is not modified and play-back quality remains unaffected. This is achieved by introducing copy control encapsulation in areas of the disc that are not read by the DVD players during playback. Copy controlled discs provide effective speed bump protection from unauthorized casual copying. Copy controlled discs have full DVD player playability matching that of unprotected DVDs. Menus, special features, extras and dual layer DVDs can also be successfully protected."<sup>1</sup> (Fortium Technologies Ltd.). Commenting on the announcement Mathew Gilliat-Smith, CEO of Fortium said *"We are pleased to now offer Patronus copy protection integrated with DataView quality assurance. Interestingly during these tough economic times we are witnessing an uptake in requests for protection as content owners are becoming more focused on protecting their digital assets."*

The DataBank system with DataView software for DVD testing makes use of proprietary DriveCube™ technology and 4X DVD testing rates on each drive. Split testing makes rapid complete testing of DVD replicas a reality.

### **About DataPlay GmbH / DPHI Datarius, Inc.**

DataPlay GmbH / DPHI Datarius, Inc. (<http://www.datarius.com>) is a newly formed global company focused on providing solutions throughout the optical media manufacturing industries. Datarius developed the first commercial CD test system and has over 20 years' experience in the manufacture and distribution of equipment for inspecting, measuring, and optimizing at every stage of the optical media manufacturing process.

### **About DPHI, Inc. / DataPlay**

DataPlay (<http://www.dataplay.com>) provides advanced optical solutions and engineering services to a wide array of customers. Headquartered in Longmont, Colorado, DataPlay is a global innovator in optical storage technology. The company has a long-standing history developing and delivering technology uniquely suited for digital content distribution, including advanced digital rights management and content access. The company holds more than 100 U.S. Patents, in the areas of optical storage devices, media and content distribution.

### **About Fortium Technologies Ltd.**

Fortium Technologies is a leading provider of DVD copy control and image/video fingerprint identification detection software for the film, broadcast and forensic industries delivering innovative and reliable solutions against security threats for leading businesses worldwide. For more information, please visit [www.fortiumtech.com](http://www.fortiumtech.com).

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For more information regarding DataPlay's or DPHI Datarius's products, please contact Jay Matthews ([jmatthews@dataplay.com](mailto:jmatthews@dataplay.com)) or visit [www.dataplay.com](http://www.dataplay.com) or [www.datarius.com](http://www.datarius.com).