



For Immediate Release

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Deluxe Digital Studios produces HD-DVD with AACs with DCA MIS Pro Formatter

Burbank, California (March 7, 2006) – Deluxe Digital Studios High Definition Media Center in Burbank, California created their first playable HD-DVD with AACs using DCA's MIS Pro HD-DVD Formatter on a ODC Nimbus Dual Beam HD-LBR. Confirmation testing of the results were performed with DCA's newly released UDF Verifier and Viper applications on the NEC HR-1100A.

"DCA is pleased to work with great partners in Deluxe and ODC-Nimbus in setting up a new format, in a new facility, on a new LBR, with DCA's newest encoder solution," says Eric Carson, DCA Product Manager. "Deluxe Digital Studios High Definition Media Center is definitely a showcase for the industry in mastering and replication of next generation optical disc formats."

Gregg Johnson, Deluxe, states "DCA has been our key technology partner in the launch of HD-DVD and Blu-ray optical media formats. The HD verification tools provided by DCA are instrumental in troubleshooting and resolving authoring, formatting and replication issues."

For more information, please see: <http://www.dcainc.com/news/index.html>

About DCA, Inc.

DCA, Inc., Doug Carson & Associates, (<http://www.dcainc.com>) is the industry's leading provider of signal processing technology for the optical disc manufacturing industry. Since 1988, optical disc manufacturers have relied on DCA's pre-mastering, mastering and verification products. DCA's products include DDP Pro and DDP Toolkit tools, MIS (Mastering Interface System) and Commander. DCA is also heavily involved in new optical disc format developments such as HD-DVD and Blu-ray. DCA continues to champion new solutions for next generation discs, including its DiscTag™, HCRC and job history metadata for automated verification, testing and tracking of job information.

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