



For Immediate Release

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DCA Delivers Complete Solution for Mastering HD-DVD and Blu-ray Optical Disc Formats

Cushing, Oklahoma (March 21, 2006) – Doug Carson & Associates, Inc. (DCA) has delivered successful end-to-end mastering solutions for High Density Optical Disc formats to three major top tier mastering facilities.

Cinram Manufacturing in Olyphant, Pennsylvania, Deluxe Digital Studios High Definition Media Center in Burbank, California and TOEMI Media Solutions, Ltd. in Tokyo, Japan have all purchased and installed DCA's HD-DVD solution, with Cinram & Deluxe also purchasing Blu-Ray capable equipment. DCA has integrated with the ODC-Nimbus Dual-Beam HD LBR, Singulus 266, and Sony PTM during these installations.

TOEMI Media Solutions, Ltd. took delivery in November, 2005, followed by Cinram and Deluxe Digital Studios High Definition Media Center in December, 2005.

DCA's end-to-end solution consists of loading, verification and mastering products. For loading and automated verification, DCA delivered its new Viper tool, which additionally fixes common authoring system issues with HD-DVD and Blu-Ray. AACs encryption for HD-DVD is enabled by DCA's new Blazer system. DCA overhauled its MIS signal processor to be capable of HD-DVD or Blu-ray with proper wave shaping for either format on any of the three major LBR's being sold for High Density Optical Disc mastering. DCA's MIS has produced quality HD-DVD discs on LBRs worldwide since September, 2003 and proven playable Blu-Ray discs since February, 2006.

All of the products use DCA's HCRC™ (rather than slow, bandwidth intensive Bit-for-bit verification), DiscTag™ automation technology for automated physical testing and image verification, and Metadata history file to track the progress and state of the media throughout the process. The combination of these three creates an audit trail at each step of the replication process, allowing plants to enter customer and job information once and track it through the plant – limiting handling errors.

DCA's DiscTag technology enables specific titles to be tied to any DiscTag enabled metadata, including HCRC values for validation of an image, job reports from any DiscTag enabled application and test results from DiscTag enabled physical testers.

Since the DiscTag is stored on the replica and readable by common optical disc drives, DiscTag enabled applications can use the DiscTag to automate verification, testing, information retrieval regarding the title, or retrieval of the audit trail for the content – all the way from content creation to physical testing & verification.

About DCA, Inc.

DCA, Inc., Doug Carson & Associates (<http://www.dcainc.com>), is the industry's leading provider of world class signal processing technology. Since 1988, CD and DVD manufacturers world-wide have relied on DCA's pre-mastering, mastering and verification products. DCA's products being exhibited include DDP Pro and DDP Toolkit tools, MIS (Mastering Interface System) V8 - supporting both CLV and CAV mastering, and Commander. DCA is also heavily involved in new format development in the optical disc industry such as HD-DVD through its Genesys signal processor.

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