

Quick Facts

Audible Magic

- Leading provider of content protection and management solutions for the new media world
- The first company to focus on content identification as a DRM approach with over a decade of invested research
- Over 5 million works registered for protection in the CopySense database
- Recognized by RIAA and MPAA for anti-piracy effectiveness, with leadership anti-piracy in media manufacturing and network P2P filtering
- Cited as proof of effective P2P filtering in US Supreme Court decision Metro-Goldwyn-Mayer Studios Inc. v. Grokster Ltd.
- Technologies deployed in myriad uses, based on open standard interoperability and ease of implementation
- CopySense Plug-In in use by iMesh and PlayLouder MSP
- CopySense Network Appliance currently protecting networks covering hundreds of thousands of students in over 70 educational institutions
- RepliCheck recognized as the standard anti-piracy solution in the media manufacturing industry

Contact Audible Magic

Please direct all media and analyst inquiries to:

Sarah McMullen
McMullen & Company
310.283.7907
smcmullen@earthlink.net

Audible Magic Corporation

985 University Ave., Suite 35
Los Gatos, CA 95032 USA
telephone: 408.399.6405
fax: 408.399.6406
www.audiblemagic.com

About Audible Magic

Audible Magic Corporation provides technologies, services and easy to use solutions to identify and manage electronic media, including preventing its piracy.

Content Registration

Artists, publishers and content owners desiring to protect or manage their copyrighted music, video or software works register in Audible Magic's continually updated database. The electronic fingerprint and ownership information database currently exceeds 5 million works and is one of the largest collections of its kind in the world.

Content Identification

Audible Magic's patented CopySense® technology identifies registered media by matching an electronic fingerprint unique to the content. Matching can be made independent of any watermarking, metadata or other digital rights management (DRM) schemes. Content may be identified from radio and TV analog broadcasts, Internet and satellite streams, stored digital files as well as network file transfers. The CopySense identification methods are fast, extremely accurate, highly immune to manipulation or distortion and massively scalable.

Content Management

With the ability to recognize registered content, Audible Magic software and systems also provide the ability to apply rules toward the use of that content. The company's offerings are designed to monitor, track, manage, filter, and monetize digital content in all of its forms. Audible Magic systems may also be utilized to predict the likeliness of copyrighted or offensive content and apply rules even for non-registered works.

Anti-Piracy

Audible Magic leads the industry for preventing media piracy in physical media manufacturing and in protecting computer networks from illegal peer-to-peer (P2P) file trading. The Recording Industry Association of America (RIAA) and the Motion Picture Association of America (MPAA) both recognize audible Magic products for piracy prevention effectiveness. Audible Magic was cited as proof of effective filtering technology in the United States Supreme Court decision Metro-Goldwyn-Mayer Studios Inc. v. Grokster Ltd.

Customers and Partners

Major market customers include over 70 educational institutions and the media manufacturing industry. Audible Magic's technology is also employed by the iMesh 100% legal P2P service and the PlayLouder MSP music service. Audible Magic has long-term relationships with the world's major record labels, which have all registered content in the CopySense database. Corporate partners include EMI Recorded Music, Palisade Systems, Sony/BMG Music, Universal Music Group, V2 Music, and Warner Music Group.

Products and Services

Audible Magic's products include content identification and compliance services for Web 2.0 providers, the CopySense Plug-In for P2P developers, the CopySense Network Appliance for business, education and government networks, and RepliCheck for the media manufacturing industry.

Audible Magic was founded in 1999. It operates from offices in Los Gatos and Berkeley, California.

For more information, please visit Audible Magic's website at www.audiblemagic.com.

Media and analyst inquiries: Sarah McMullen, 310.283.7907, smcmullen@earthlink.net