

EBISTRADe, INC.  
Sojitz Cororation

## EBISTRADe to Introduce 'Mobile DVD' Advent of Easy and Convenient Password-based Authentication Viewable DVD for the Busy People of Today

(Japan, July27, 2004)--EBISTRADe, INC. (Head office: Chiyoda-ku, Tokyo; President: Ryoji Terai), a new business incubated by the Sojitz Group, will introduce an entirely new rental DVD entitled 'Mobile DVD' (at a fixed price of 525 yen including tax). As the first operation, five titles will become available from August 4, at about 800 'am/pm' convenience stores mainly in the Kanto area.



'Mobile DVDs' are a unique type of DVD that realize the sale of any title at the low price of 525 yen, by employing the idea of a rental DVD for which customers pay rental fees in accordance with the viewing period. Mobile DVD's have a set viewing

period of one week, the same as for rental DVD's, but avoid the hassle of a renting and returning process. Therefore, anyone can easily access and enjoy DVDs whenever they wish to view them casually. When Mobile DVD's are introduced at convenience stores, EBISTRADe will provide one title from each of five categories; movie, drama, variety show, cartoon and pop idol. These titles will be updated sequentially.

The method from viewing a 'Mobile DVD' is fairly simple. First, using a cellular telephone, users access a designated 'Mobile DVD' server and obtain a password. The password is used to open a 'lock' that is put on images, after which the user is able to view the DVD of their choice. The viewing period is one week from the time the password is first obtained. Users can continue to enjoy DVD viewing for one more week after the initial viewing period is completed, if they access the server following the same procedure and obtain an additional password in exchange for a payment of 315 yen. Furthermore, two of the titles to be released for 'Mobile DVD' have sequels, which users can see by obtaining a password and paying a charge of 315 yen in the aforementioned manner.

The 'DVD MAGIC™' technology by Visionare Inc. (Head office: Shibuya-ku, Tokyo; President: Hiroshi Uchikoga), a DVD-related technology development venture company, has been adopted for 'Mobile DVD'. Unconventional and new sales of DVDs have come to be realized through utilization of the said content control technology.

EBISTRADe plans to expand its sales channels, not only to convenience stores but also to consumers' immediate surroundings such as bookstores and gas stations. Annual sales of 6 million copies are expected after three years. The company will develop new DVD customer segments in addition to striving to encourage the spread of 'Mobile DVD' as a new way to enjoy image content.

###