



**For Immediate Release  
December 15, 2005**

**Melodeo and Macrovision® Form Alliance to Accelerate Sale of Mobile Content**  
*Companies combine MobilDRM product and IP*

**SEATTLE – December 15, 2005** – Melodeo, Inc., a leading provider of platforms, technology, and digital rights management (DRM) for mobile content, and Macrovision® Corporation, the leading provider of distribution, commerce and consumption solutions for software and entertainment content, today announced a working alliance to accelerate the worldwide delivery of DRM-protected content to mobile phones. Based on the agreement mobile content providers and mobile operators will be able to license certain intellectual property from Macrovision and MobilDRM technology from Melodeo, ensuring that their mobile content is secure and protected.

“For over 20 years Macrovision has powered the delivery, sale and playback of entertainment content” said Fred Amoroso, President and CEO, Macrovision. “We believe this alliance helps accelerate the rising value of the mobile device for content owners.”

“The ability to manage digital rights for content delivered to mobile devices has been an industry challenge. Most current solutions were designed for online delivery, and as such do not take the unique nature of mobile content into consideration. As a result they are costly to implement. Melodeo MobilDRM was designed and built for the mobile environment, and is an ideal complement to Macrovision’s leading on-disc, in-

network and online distribution and commerce solutions,” said Jim Billmaier, CEO of Melodeo

The alliance between Macrovision and Melodeo will help ease market confusion by creating an offering that is easier to understand and implement than those currently available. The technology and intellectual property provided by Melodeo and Macrovision will help service providers quickly and economically deploy a mobile DRM solution that is pre-approved by content providers.

### **Major Music Label Support**

Melodeo MobilDRM has been approved by most major record labels for distribution of full-track music to mobile phones, and is currently in market in Europe and Canada. The labels have also approved Melodeo MobilDRM for secure sharing of music between mobile phones. The combined strength of Melodeo and Macrovision will create an unbeatable DRM solution for mobile music.

"This unique alliance between Macrovision and Melodeo to accelerate the worldwide delivery of content on the mobile platform is a positive and welcome development for content providers," said Alex Zubillaga, Executive Vice President Digital Strategy and Business Development, Warner Music Group. "Mobile devices are increasingly essential in the lives of consumers, and as mobile networks become more robust, we believe the demand for mobile music and entertainment products will dramatically grow. Today's commitment to develop mobile DRM solutions is an important component in making mobile devices an ideal way for fans to legitimately share and obtain great music."

## **About Macrovision**

Macrovision provides distribution, commerce and consumption solutions for software and entertainment content to the home video, PC games, music, cable/satellite, consumer software, and enterprise software industries, Macrovision holds a total of 220 issued or pending United States patents and 1,200 issued or pending international patents, and continues to increase its patent portfolio with new and innovative technologies in related fields. Macrovision has its corporate headquarters in Santa Clara, California, with other offices across the United States and around the world.

Note to Editors: For more information on Macrovision Corporation and its products, please visit [www.macrovision.com](http://www.macrovision.com).

## **About Melodeo**

Melodeo, Inc. is a privately held company in Seattle dedicated to creating software and services to bring music and content to mobile phones. Melodeo provides wireless operators and phone handset manufacturers software that enables the delivery of secure digital content to wireless subscribers through an easy-to-use, dynamic user interface. Recognizing the importance of Digital Rights Management (DRM), Melodeo offers a distribution model which includes DRM technology to ensure artist and label compensation. More information is available at [www.melodeo.com](http://www.melodeo.com).

#####

© 2005 Macrovision Corporation. Macrovision is a registered trademark of Macrovision Corporation. All other brands and product names and trademarks are the registered property of their respective companies.

Mobilcast and PowerSearch are trademarks of Melodeo. All other product and company names mentioned herein may be trademarks of their respective owners.

**For more information, Press only:**

Adam Gervin, Macrovision Corporation, +1 (408) 562-8563, [agervin@macrovision.com](mailto:agervin@macrovision.com)

Jennifer Gehrt, Communiqué PR, (206) 419-3203, [jennifer@communiquepr.com](mailto:jennifer@communiquepr.com)

Adrienne Lenhart, Communiqué PR, (206) 282-2052, [adrienne@communiquepr.com](mailto:adrienne@communiquepr.com)