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IBM DEMONSTRATES "ANY TUNE, ANYTIME, ANYWHERE, ANYHOW" AT MIDEM

IBM Electronic Media Management System To Be Showcased In Superdistribution, Wireless, Broadcast, e-Publishing, 3D Environments

Midem 2001, Palais des Festivals, Cannes, France -- Jan. 21, 2001 -- At the Midem 2001 International Music Market conference, IBM will demonstrate advanced e-business solutions for enabling the electronic distribution and copyright protection of "any tune, anytime, anywhere, anyhow." IBM will showcase, for the first time, the wireless distribution of music to next-generation portable electronic devices. IBM's linchpin for the digital distribution of music is its Electronic Media Management System (EMMS), a sophisticated electronic media distribution and digital rights management (DRM) system that has been embraced by companies worldwide.

"With decades of experience in data security, storage, management and distribution, IBM is poised to help the music industry embrace e-business and meet growing consumer demand for receiving music digitally over the Internet and other open networks," said Scott Burnett, business development executive, IBM Global Media & Entertainment Industry. "At Midem 2001, one of the largest music industry gatherings worldwide, IBM offers a comprehensive look into the ways technology can bridge the gap between how music is consumed today and how it will be consumed in the future."

In addition to a wireless demonstration, IBM will showcase the security and flexibility of EMMS in various applications and environments. These demonstrations can be seen at the IBM booth R38-01:

- Superdistribution -- also announced at Midem 2001, superdistribution offers content owners, retailers and consumers the ability to pass music files to multiple recipients as in a peer-to-peer filesharing format (to be available Q1 2001);

- Set-top box -- an interactive TV prototype that uses EMMS' rich security feature set to sell and download music to consumers on-demand while they are watching TV;
- E-Publishing -- demonstrates the electronic distribution of books to multiple readers and portable devices;
- JesterDigital -- uses EMMS to distribute music in an interactive, 3D environment;
- Radioman imMEDIAte solution. – demonstration of a digital broadcast application for Internet and wireless music delivery;
- IBM Pervasive Computing technologies -- demonstrates mobile and Internet solutions, including wearable PCs, through IBM's WebSphere Everyplace Suite (WES), the industry's first integrated middleware solution that enables ubiquitous delivery of content and transactions to portable and wearable devices.

EMMS has received support from BMG, Handleman Company, JesterDigital, labelgate.com, Liquid Audio Japan, MediaMatec, music.co.jp, MusicMatch, NTT Docomo, RealNetworks, Reciprocal, Sony Corporation, Sterling Sound and Toshiba. EMMS was successfully tested in the first broadband music distribution trial conducted with the five leading record companies.

About EMMS

EMMS is a comprehensive electronic media distribution and digital rights management system designed to support a broad range of media types, beginning first with music and audio content. EMMS provides the foundation for new business models created by the digital delivery of assets and offers a rich set of security features designed to protect the intellectual property rights of content owners throughout the delivery process. EMMS has an open architecture to allow technology advances in audio compression, encryption, formatting, watermarking, and end-user devices and applications to be integrated. EMMS is part of IBM's broadbased digital media management portfolio which offers comprehensive, enterprise-wide solutions for creating, managing, storing and distributing digital assets. Additional information on EMMS can be found at www.ibm.com/software/emms.

About IBM

IBM is the world's largest information technology company, with 80 years of leadership in helping businesses innovate. IBM is helping media and entertainment companies worldwide take advantage of the business opportunities made possible by digital technology. IBM offers a comprehensive portfolio of solutions, networking and service offerings that is transforming the traditional creative and business processes of media and entertainment companies and positioning them to leverage their intellectual assets into new

commercial opportunities. Additional information on IBM strategy for the media and entertainment industry can be found at www.ibm.com/solutions/media.

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