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**IBM DIGITAL MANAGEMENT SOFTWARE CHOSEN BY TOSHIBA FOR NEW  
MUSIC PORTAL IN JAPAN**

*Toshiba's "du-ub.com" to Distribute Digital Music Using IBM's Electronic Media  
Management System*

**White Plains, New York -- Feb. 20, 2001 --** Toshiba Corporation and IBM today announced that IBM's Electronic Media Management System (EMMS) will be used on Toshiba's new du-ub.com, a music portal featuring digital music downloads for the Japanese market. Toshiba, through its i-value Creation company, has licensed EMMS from IBM and will use IBM's comprehensive and proven electronic media distribution (EMD) and digital rights management (DRM) system for securing music content.

Today's announcement builds upon an earlier agreement between IBM and Toshiba to implement EMMS in next-generation Toshiba digital devices. These agreements help to create a complete path for digitally delivering music to the Japanese marketplace within a copyright-protected environment.

du-ub.com, designed to be an online community for music lovers and a music downloading service is expected to launch later this month. The music Web site, a joint venture between Toshiba-EMI Ltd. and Warner Music Japan Inc., is the first step in Toshiba's plan to create a comprehensive entertainment portal for the Japanese market.

"We believe advancement of the digital music distribution marketplace is dependent on bold moves like the one Toshiba is undertaking with du-ub.com, which addresses not only content owners' security issues, but also the usability and efficiency of the consumer experience," explained Dick Anderson, general manager, IBM Global Media & Entertainment Industry. "Toshiba's priorities for its new service parallel IBM's objectives for EMMS."

With du-ub.com, Toshiba plans to create a complete EMD platform that includes support for multiple DRMs including EMMS -- essentially, a virtual one-stop shop for music from a variety of major and independent record labels. Toshiba intends to provide a full-service offering for the digital distribution of music from content preparation, to hosting, to clearinghouse, to retailer support, to consumer application and device support -- an offering that mirrors the EMMS solution set. Toshiba designed the du-ub.com environment to give record labels and artists confidence that their intellectual property rights will be protected while providing the utmost convenience and experience for consumers.

In addition to Toshiba, EMMS has received support from BMG, Handleman Company, JesterDigital, Liquid Audio Japan, MusicMatch, music.co.jp, RealNetworks, Reciprocal, Sony and Sterling Sound. EMMS was successfully tested in 1998, 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 broad based 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](http://www.ibm.com/software/emms).

### **About Toshiba i-Value Creation Company**

Toshiba i-Value Creation Company has started its operations as Toshiba's ninth in-house company on April 1<sup>st</sup>, 2000. It leads the way in developing consumer-oriented Mobile Internet

services, increasingly seen as the key drivers to widening use of Internet in coming years, and also promotes a synergy with the content businesses with which Toshiba has been laying foundations for its activities in the digital age. Additional information on Toshiba i-Value Creation Company will be found at <http://www.ivc.toshiba.co.jp/ivc/index.htm>.

### **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](http://www.ibm.com/solutions/media).

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