

## Summary :

- **Philips and ISAN-IA working together**
- **ISAN ITALIA, Italian future RA announced at the 64° Film Festival of Venice**
- **ISAN expands to the Middle East, to Iran**
- **ISAN Canada just been appointed**
- **ISAN-IA joins as an associate member, the Digital Watermarking Alliance**
- **Filmotech.com: the first internet VOD service using the ISAN codes**
- **ISAN-IA licenses Microsoft's New Multicolor High Capacity Bar Code for Identifying Audiovisual Works, and partner with Datatrace**
- **ISAN conquers the high definition audiovisual world through Planet Earth!**

## MediaHedge

### Philips and ISAN-IA working together

Philips Content Identification, a line of business in Philips Electronics, and ISAN International Agency are working together in studying the best way to integrate ISAN in the Philips MediaHedge service. MediaHedge is a content rights clearing service for content owners and content users. MediaHedge service helps the entertainment industry and end-users to optimally sell, share and distribute content with respect for copyrights in an easy, controlled and automated way. The service fully utilizes Philips' state-of-the-art Video Fingerprinting, Database Matching technology and its mature and scalable client-server platform. For more information visit [www.philips.com/ci](http://www.philips.com/ci).



### ISAN ITALIA, Italian future RA announced at the 64° Film Festival of Venice

On 4th of September, at the 64° Film Festival of Venice, the four founding members of the new Italian Registration Agency, have officially announced ISAN ITALIA implementation by year end. The RA will be ready for ISAN services by early 2008. The ISAN ITALIA, co-founding members are the three main Italian cinema and television producers' associations, ANICA, APT and API, and the Italian authors' society, SIAE.



### ISAN expands to the Middle East, to Iran



ISAN-IA has appointed a new Registration Agency in IRAN last July. ISAN IRAN will cover Iran and some neighbouring countries. ISAN IRAN is a division of Khaneh Ketab, which in Persian means, IRAN Book House, operating since 1994 and based in Teheran. This non governmental and non profit cultural institute is commissioned by the Ministry of Culture and Islamic Guidance to be involved in standard numbering systems. They are also acting as the IRAN ISBN and ISMN Agency.



### ISAN Canada just been appointed

**ISAN Canada**, the new appointed Registration Agency for the Canadian territory will be established by the Canadian Film and Television Production Association (CFTPA), in Toronto. The announcement has been made during the Toronto Festival (TIFF). ISAN Canada plans to commence service before 2007 concludes.



### ISAN-IA joins as an associate member, the Digital Watermarking Alliance

ISAN-IA has recently joined the [Digital Watermarking Alliance](http://www.digitalwatermarkingalliance.com) (DWA) as an associate member. The DWA is an international group of industry leading companies that was formed in 2006 that share a common interest in promoting and furthering the adoption of digital watermarking to content owners, industry, policy makers and consumers. The Digital Watermarking Alliance is made up of 17 companies that are successfully delivering digital watermarking technology and solutions to various markets, including media and entertainment, state and national governments, mobile communications and other commercial markets. Member companies include: Cinea, DataMark Technologies, Digimarc, GCS Research, Jura, MediaGrid, MSI, Philips, Signum, Teletrax, Thomson, Verance, Verimatrix, and Widevine.



### filmotech.com, the first VOD in Europe using ISAN codes associated to watermarking: the best way to identify and protect your work!

"Filmotech: the safe downloading" is the Filmotech's slogan. The recently launched Spanish internet video on demand service, belongs to EGEDA, the Spanish collective society, a founding member with FAPAE and SGAE of ARIBSAN, the Madrid based RA. Every title present on [filmotech.com](http://filmotech.com), has been registered and got an ISAN, and has been watermarked, enabling secure and safe distribution of the content. The use of ISAN in this type of application, has facilitated EGEDA's collective management work, specially when related to tracking and identification of the usage of content. Launched in May 2007, in Cannes, [filmotech.com](http://filmotech.com) offers a catalogue of more than 200 Spanish works, including new releases, documentaries and shorts.



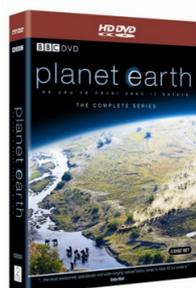
### ISAN-IA licenses Microsoft's New Multicolor High Capacity Bar Code for Identifying Audiovisual Works and partner with DataTrace



Microsoft Corp. and ISAN-IA has finalized an agreement last April, whereby ISAN-IA has licensed Microsoft's new High Capacity Color Bar Code (HCCB) technology developed by Microsoft Research to assist in the identification of commercial audiovisual works such as motion pictures, video games, broadcasts, digital video recordings and other media. It can be affixed on DVD covers or posters. The ISAN HCCB solution, will provide more complete information about the work, provide new interactive services to consumers, as well as will contribute to detect the illegal copies thanks to its combination with a new technology provided by DataTrace, an Australian company specialized into nanotechnology.

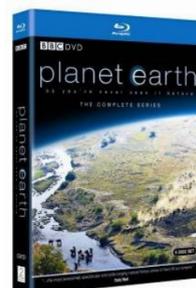
The new multicolor barcode is expected to start appearing on DVD media toward early 2008. The capabilities enabled by this combination of barcode technology and supporting software are important for everyone. This includes content owners tracking the use of their work and media publishers seeking to connect to consumers using interactive services and provide a combination of [DataTraceDNA](http://www.data-trace.com) counterfeit protection in a single package. This technology provides a way to identify commercial programming and improve the consumer's experience.

### ISAN conquers the high definition audiovisual world through Planet Earth!



All the 11 episodes of Planet Earth series, which have been recently released on HD-DVD and Blu-ray discs, have been registered and got ISANs, helping in their unique identification. Indeed, ISAN is part of the content ID of reference, as specified by AACS (Advanced Access Content System – a standard for content distribution and digital rights management), a standard used for encryption of HD-DVD and Blu-ray discs.

The Planet Earth series are breaking all the sales records on both the European and US markets. It was broadcasted in 2006 on BBC in high definition. After UK, it was put on air on Discovery HD in USA, and now it is currently broadcasted in Canada.



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