

*Motion Picture Laboratories, Inc.*

**FOR IMMEDIATE RELEASE:**

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**STUDIOS FOUND MOVIELABS TO HELP PROTECT  
AGAINST MOTION PICTURE THEFT & MISUSE**  
*New Entity Will Provide R & D For Content Protection Methods*

**Los Angeles** - - Six major motion picture studios announced today that they have agreed to found a new non-profit research and development company called Motion Picture Laboratories, Inc. (Movielabs). The new entity will create new technologies to protect the distribution of films and other works as well as to protect against electronic theft, particularly on the Internet. The founding owners of Movielabs, Inc. are Walt Disney Pictures and Television, Paramount Pictures Corporation, Twentieth Century Fox Film Corporation, Sony Pictures Entertainment Inc., Universal City Studios LLLP and Warner Bros. Entertainment Inc.

**“Movielabs is a smart investment that will help the entertainment industry adopt new means of fighting piracy and protecting copyrights,”** said MPAA President and CEO Dan Glickman. The association was instrumental in assisting these studios in facilitating the development of the new company and will act as an outside management and technology consultant to the new venture. **“There are thousands of new concepts floating around the high tech community about how to develop tools to fight piracy. Researching and developing these technologies now will help save the major studios and other motion pictures producers and distributors money in the future,** he added.”

Movielabs will explore and develop new technologies to fight motion picture theft that otherwise might remain dormant. The pooled investment provides a greater opportunity for quality products that will help the film industry as a whole.

Projects envisioned by Movielabs include developing new technology to detect camcorders; evaluating and exploring network management technologies for traffic shaping, port access controls, client software detection, data management and other related tools. These new technologies will also be recommended to universities, corporations, Internet service providers and other network services operators to reduce piracy.

**“These new technological developments that emerge should also prove invaluable in conducting research on peer to peer technologies in pursuit of protecting motion pictures and other audiovisual works from unauthorized access or misuse,”** Glickman said.

Movielabs will locate offices and staff in Los Angeles and operate as an independent non-profit corporation.

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