IBM EMMS Music Distribution Player "Madison Player 2.0" Release

February 8th, 2002, Tokyo, Japan – An upgraded version of IBM's EMMS music distribution player "Madison Player 2.0" was released on February 8th 2002. The upgrade supports Windows(R) XP (Professional/Home) and as well as other newly supported functions, such as back up and restore.





The Madison Player 2 was released by the most popular digital music distribution providers in Japan, du-ub.com, music.co.jp, inc and Label Gate Co., Ltd. The three companies have adopted IBM EMMS as a secured music distribution solution. The Madison Player offers the functions, such as music downloading from the distribution providers Web sites, playing music, and check-out of music to portable devices including Memory Stick, SD Memory Card and newly introduced NetMD.

In conjunction with this release, Dolby Laboratories is promoting <u>AAC format</u> which is also adopted by BS digital broadcasting. For details, please contact <u>Dolby Laboratories</u>.

Download of Madison Player 2.0

Madison Player 2.0 can be downloaded at the following sites:

du-ub.comhttp://www.du-ub.com/music.co.jp, Inc.http://www.music.co.jp/Label Gate Co., Ltd.http://www.labelgate.com/

IBM EMMS

The Electronic Media Management System (EMMS) from IBM is an e-commerce software solution for digital distribution of media. In growing digital content distribution market, EMMS secures its asset value and offers not only open and flexible, but also strong security function. The IBM Electronic Media Management System (EMMS) provides an industry-independent foundation for delivery of digital assets that creates new business models, enables flexible digital rights management (DRM) and helps protect the assets through their entire life cycle.

For additional information, please contact <u>emms@jp.ibm.com</u>. The Japanese EMMS web site is available @ http://www-6.ibm.com/jp/teI-med/solution/media/emms/index.html The English EMMS web site is available @ http://www.ibm.com/software/emms