

March 13, 2000

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**Toshiba and IBM to Jointly Accelerate Digital Music Distribution Marketplace**

*Toshiba Next-Generation Digital Audio Players to Support IBM's EMMS Distribution System*

IBM Corporation and Toshiba Corporation today announced plans to integrate IBM's Electronic Media Management System (EMMS) with Toshiba's soon-to-be released portable digital audio players. Work between the two companies will enable users of Toshiba's new devices to download and play EMMS-prepared music content that offers copyright protection for content owners.

Toshiba is planning to introduce in Japan a series of digital A/V devices this Spring. These will include a portable digital audio player utilizing the SD memory card and adopting the advanced copy protection technology called Content Protection for Recordable Media (CPRM). CPRM was jointly developed by Toshiba, IBM, Intel and Matsushita. The SD memory card is a new breed of postage-stamp-sized, high-density flash memory cards featuring advanced copy-protection capability.

IBM's EMMS is a sophisticated electronic distribution and digital rights management system designed to support all forms of media beginning first with music and audio content. EMMS was successfully tested in a broadband music distribution trial conducted with the five leading record companies last year. The system combines scalability and security features within an open architecture. Major components of EMMS include a content mastering system, tools for hosting music content and promotional materials, and tools for online music retailers supporting the sale of digital music to consumers. The system features a clearinghouse that tracks the sale of digital music content and manages access and usage privileges as designated by the music owner.

“Integration of IBM's EMMS and Toshiba's new digital devices will help to accelerate the commercial availability of digital music distribution,” said Richard K. Selvage, general manager, IBM Global Media & Entertainment Industry. “Our work with Toshiba extends EMMS' copyright protection all the way down to consumer devices, giving

**content owners security features that work to protect their assets in every step of the music distribution process.”**

**“We are pleased to collaborate with IBM on a copyright protection scheme for digital content distribution,” said Mr. Masao Suga, general manager, Toshiba’s Digital Home Products Division. “The support that IBM’s EMMS has already gained throughout the music industry will be an immediate benefit to users of Toshiba’s forthcoming portable digital devices, giving them a wider range of available music content from which to choose.”**

**IBM and Toshiba also intend to support the efforts of the Secure Digital Music Initiative (SDMI).**

**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. For more information on IBM strategy for the media and entertainment industry, contact [www.ibm.com/solutions/media](http://www.ibm.com/solutions/media).**

**Toshiba Corporation is a global leader in information and communications systems, electronic components, consumer products, and power systems. The company's integration of these wide-ranging capabilities assures its position as a leading company in notebook PCs, digital audio/visual products, semiconductors, LCD and other advanced devices. Toshiba has 197,000 employees worldwide, and annual sales of over US\$40 billion.**

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