



Discs on Demand Pty Ltd

ABN 47 002 009 921

Ground Floor 173 Pacific Hwy

North Sydney NSW 2060

Ph: (02) 9954 9885

Fax: (02) 9922 4801

www.discsondemand.com.au

info@cdroms.com.au

26 March 2008

PRESS RELEASE

For Immediate Release

The Net v the Optical Disc – complementary or competing?

Discs on Demand Pty Ltd believe that each has its place in video distribution, as does the press and the internet.

Says Bernhard Kirschner, director of Discs on Demand Pty Ltd. "The DVD will still be the main medium for distributing video, and with the high density war won by Sony's Blu-Ray, (could they ever have afforded to lose again, after Betamax) the Blu-Ray optical disc production will boom. The computer never did bring us the paperless office, nor will the internet replace portable storage and physical distribution. Not in the foreseeable future!"

What about high definition through the internet? Let's do the math. A Blu-Ray disc can hold 25 GB of data. A good internet connection can carry 5 Mbs per second. Simple calculation gives an 11 hour download, never mind internet provider's acceptable use guidelines.

Of course there are good compression technologies, but what is the use of having Blu-Ray that has lost some of its sparkle?

Discs-on-Demand Pty Ltd have introduced their Discs on Demand production system at the Broadcasting Summit held in Sydney on 26 and 27 March 2008.

Discs-on-Demand Pty Ltd are offering to supply MPEG-2 quality DVD copies of any program that has been broadcast and which the broadcaster has the rights and is willing to distribute on DVD within a day or two of broadcast, for just a few dollars.

For more information and Press Kit please contact Bernhard Kirschner at 0416 23 7667.