



What's playing on DataPlay Everything digital



Computing • e-books • games • music • imaging • wireless



music



imaging



games



e-books



computing



wireless

What's playing on DataPlay Everything digital

DataPlay digital media is:

- so universal it plays everything digital
- so portable it goes everywhere
- so affordable you won't believe it
- both user-recordable and pre-recordable
- up to 500MB of music, images, e-books, games, software and data



What's playing on DataPlay

The best-selling content and the top-selling consumer brands are playing on DataPlay digital media.

It's the only media that's both pre-recordable and user-recordable.

DataPlay is everything consumers want in a digital media that's so universal it plays everything, so portable it goes everywhere and so affordable you won't believe it. Plus, DataPlay digital media has special web-enabled extras to help retailers extend their sales reach from shelf space to cyberspace.

DataPlay digital media is a tiny optical storage media – about the size of a quarter. With astonishing 250MB and 500MB capacities, DataPlay digital media is designed to record and permanently store up to five hours of CD-quality music or eleven hours of MP3 – whether downloaded off the Internet, pre-recorded or consumer-recorded. A single DataPlay digital media will play and record multiple types of data – everything from music to portable games to digital images to electronic books and beyond – and is designed to be used in digital music players, electronic book readers, PDAs, digital cameras, portable games, personal computers, wireless devices and more.

But that's just the beginning of the DataPlay digital media revolution – DataPlay has designed a high capacity DataPlay micro-optical engine with easy integration into next generation electronics devices. DataPlay digital media pre-recorded with music, e-books and games will be available to consumers at local music, book and video stores. In addition, blank DataPlay digital media will soon be on shelves at local stores for downloading Internet-published content, and for use in devices with DataPlay OEM micro-optical recording engines, such as digital cameras and PDAs.

DataPlay has joined forces with the top-selling brands in consumer electronics and the best-selling publishers of music, e-books and software.

DataPlay digital media and DataPlay-enabled consumer electronics devices will be available worldwide beginning in 2001.



How does ContentKey™ work

You've gotten hard-to-come-by tickets to your favorite rock band's farewell tour. The pre-recorded DataPlay digital media you bought after the concert contains offers for free interviews with the band, archival video clips and previous live albums. By going online, you can choose from a selection of additional songs, videos and e-coupons, and purchase what you want through an online credit card transaction and/or by providing demographic information. A permanently recorded ContentKey means your content is transportable to any of your DataPlay-enabled digital devices.

DataPlay micro-optical engines

The DataPlay micro-optical engine is the player/recorder for DataPlay digital media. The engine is designed for easy integration into the next generation of digital consumer electronics devices.

- Miniature – the revolutionary DataPlay optical engine is about the size of a matchbox and incorporates numerous patented advances in both chip design and optical engineering.
- High performance – the high performance DataPlay micro-optical engine features a 1MB/sec transfer rate which allows it to record and transfer data faster than CD.
- Low power consumption – the engine requires very little power even when recording data in order to conserve the batteries of portable devices. The engine optimizes power consumption when recording, playing and in idle modes.

DataPlay micro-optical engines are currently being designed into the next generation of digital music players, digital cameras, web-enabled cell phones and wireless devices, e-book readers, PDAs and handhelds, PCs and peripherals, Internet appliances, portable games and other consumer electronics devices.

Developer's kits and evaluation units of DataPlay's micro-optical engine are currently available to OEMs.

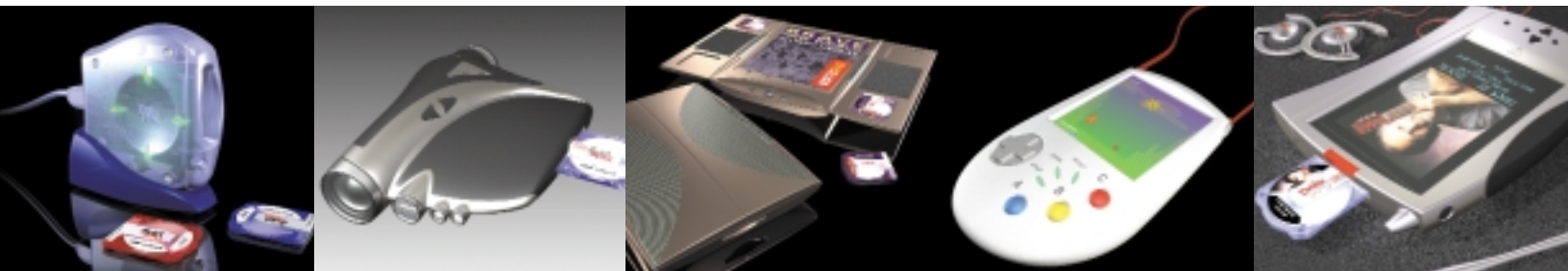
Consumers will be able to purchase DataPlay-enabled consumer electronics devices by mid 2001. Pre-recorded music, e-books and software will be released on DataPlay digital media in the same time frame.

ContentKey is a content-enabling e-commerce tool.

ContentKey allows consumers to activate pre-recorded content on DataPlay digital media over the Internet, without requiring time-consuming downloads.

The unique ability to play and record content on a single DataPlay digital media gives content providers an extra measure of control over access to pre-recorded, copyrighted material on DataPlay digital media. Consumers can access this restricted content by connecting to the Internet and making a financial transaction or providing personal, demographic information in exchange for a key that is permanently recorded on the DataPlay digital media. The key activates the content which can be played on any DataPlay-enabled device. Content providers – music or book publishers, for example – can package multiple, separately accessible types of content on a single DataPlay digital media, and allow the consumer a choice in what content he or she wants to buy or rent. Each DataPlay digital media can record multiple keys that access individual portions of content.

Content on a DataPlay digital media can be copied, but content that is restricted requires a new key before the new user can access it. DataPlay will support multiple digital rights schemes, giving customers and publishers options in controlling the purchasing, recording and playing of their content.





music



imaging



games



e-books



computing



wireless

THE WAY WE SPEND OUR TIME HAS CHANGED DRAMATICALLY, FROM THE COMMUNITY EXPERIENCE OF LISTENING TO WEEKLY RADIO PROGRAMS, TO THE THOUSANDS OF CHANNELS ON CABLE TELEVISION THAT ARE PIPED INTO EVERY BEDROOM, LIVING ROOM, KITCHEN AND DEN AROUND THE WORLD, TO THE INTERNET, TO GROWING WIRELESS LIFESTYLE CHOICES. TODAY, WE WANT THE WAY WE LIVE OUR LIVES TO BE PORTABLE AND SPECIFIC TO OUR TASTES, STYLES AND MOODS. DATAPLAY'S REVOLUTIONARY DIGITAL MEDIA PUTS EXCITING CONTENT IN THE HANDS OF CONSUMERS WHEN THEY WANT IT, WHERE THEY WANT IT AND HOW THEY WANT IT.

markets

Love music? Then DataPlay will rock your world. With one DataPlay digital media you can take hours of music wherever you go. And because it's universal, you can listen to tunes on any DataPlay-enabled device – portable music players, PDAs, computers, even your cell phone.

You can download songs from the Web, make your own mix of songs and artists, or buy pre-recorded albums on DataPlay from thousands of artists. Many pre-recorded DataPlay albums will come with additional albums, songs and videos ready for you to activate online instantly – no waiting for long downloads! And easy-to-use Media Manager software makes Internet digital music downloads a snap! If you don't have a wireless connection for your digital music player, simply activate new music on the Web from your computer with a DataPlay USB player/recorder and then listen to new tracks on your portable music player, PDA – even your DataPlay-enabled cell phone!



music

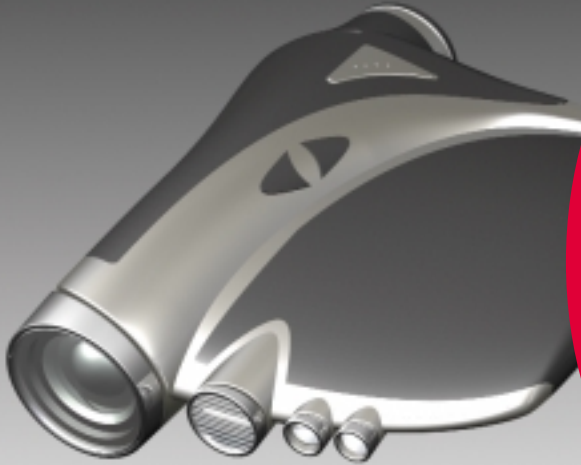


IT'S YOUR ROOMMATE'S BIRTHDAY. YOU'RE GIVING HIM A SURPRISE BIRTHDAY PARTY AND WANT THE MUSIC TO ROCK HIM CLEAR TO HIS NEXT BIRTHDAY. WITH JUST ONE DATAPLAY DIGITAL MEDIA YOU CAN CUSTOM-RECORD HIS FAVORITE TUNES IN ANY ORDER FOR UP TO FIVE HOURS OF CD-QUALITY MUSIC. YOU CAN ALSO DOWNLOAD SONGS FROM THE NEWEST MUSIC SITES AND MAKE YOUR OWN MIX OF SONGS TO KEEP THE PARTY MOVING. OR GIVE HIM A GREAT GIFT BY CUSTOMIZING THE PLAY LIST ON HIS FAVORITE PRE-RECORDED DATAPLAY ALBUMS AND ADD ALL SORTS OF PERKS LIKE INTERVIEWS AND VIDEO CLIPS READY TO BE ACTIVATED ONLINE INSTANTLY! AND BECAUSE DATAPLAY DIGITAL MEDIA IS UNIVERSAL YOU CAN PLAY THE TUNES ON ANY OF YOUR DATAPLAY-ENABLED DEVICES.

DATAPLAY DIGITAL MEDIA – IT'S MUSIC THE WAY YOU LIKE IT!



imaging



IT'S YOUR DAUGHTER'S TENTH BIRTHDAY AND ALL HER FRIENDS ARE OVER. YOU'RE TAKING PICTURES WITH YOUR CURRENT DIGITAL CAMERA AND YOU'VE JUST TAKEN THE SIXTH PICTURE WHEN YOU REALIZE YOU HAVE NO MORE STORAGE CAPACITY. SHE IS JUST ABOUT TO BLOW OUT THE CANDLES AND YOU DON'T HAVE TIME TO DOWNLOAD THAT EXPENSIVE MEMORY CARD ONTO YOUR COMPUTER, SO YOU DECIDE TO ERASE ONE OF THE PICTURES SO YOU CAN CAPTURE HER BLOWING OUT THE CANDLES. OF COURSE, YOU FIND OUT LATER, SHE REALLY WANTED THE PICTURE YOU ERASED. WITH A DATAPLAY-ENABLED DIGITAL CAMERA, YOU CAN TAKE MORE THAN SIX PICTURES – HUNDREDS MORE. AND IF YOU DO RUN OUT OF ROOM, SIMPLY PUT IN ANOTHER DATAPLAY DIGITAL MEDIA. BECAUSE OF THE HIGH CAPACITY OF A DATAPLAY DIGITAL MEDIA, YOU CAN EVEN TAKE A VIDEO CLIP OF YOUR DAUGHTER BLOWING OUT THE CANDLES. AND IF THAT WASN'T ENOUGH, DATAPLAY DIGITAL MEDIA PERMANENTLY RECORDS YOUR PRECIOUS IMAGES. WITH DATAPLAY DIGITAL MEDIA, YOU WON'T EVER MISS A MOMENT.

Digital cameras are a fast growing market segment – it is anticipated that they will outsell traditional cameras in 2002. The biggest disadvantage of today's digital cameras is having to transfer images from expensive memory cards to your computer hard drive or some other storage media. DataPlay digital media replaces traditional digital film by storing a greater number of high resolution pictures at the same price point. Now consumers can take their digital cameras and a half dozen blank DataPlay digital media on vacation, leave their laptops at home, and hold on to their memories forever – because when they fill one DataPlay digital media, they simply pop in another and keep on taking pictures. And when they get home, they can print the photos right from the digital media on a DataPlay-enabled printer, or transfer them to their computer with a DataPlay USB player/recorder and print from there.

DataPlay digital media for cameras may also contain online catalogs for ordering more blank digital media or camera supplies, as well as demonstration versions of photo software. Consumers can go online to purchase and activate fully-functional versions with a simple, instant ContentKey transaction.





music



imaging



games



e-books



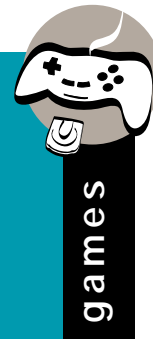
computing



wireless

If **gaming** is your passion, DataPlay is going to make your day. Soon, you'll be able to buy games on DataPlay digital media at the store, and even activate new features and games online. You can also download games right onto a blank DataPlay digital media, save your games, or even create your own games. And the best part is that you can take it all with you, wherever you go. DataPlay digital media games can contain teaser games and links to online game sites, as well as the ability to purchase and activate additional games or new features.

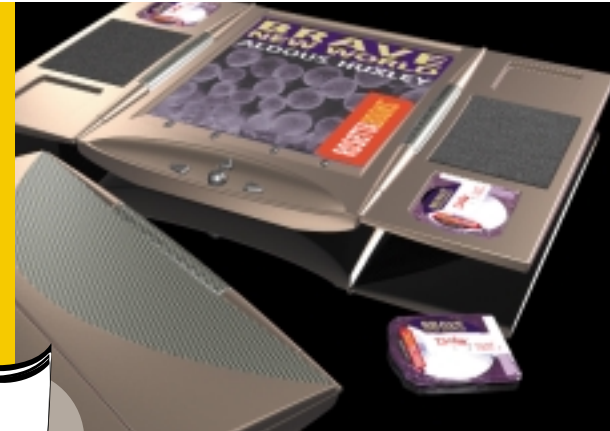
YOUR TEENAGE SON HAS BLOWN THROUGH ALL HIS GAMES AND HIS FINGERS ARE ITCHING FOR THE LATEST ONE. HE CAN ACTIVATE LOADS OF NEW GAMES AND NEW FEATURES FROM THE WEB ONTO A BLANK DATAPLAY DIGITAL MEDIA, OR HE CAN BUY GAMES ON DATAPLAY DIGITAL MEDIA AT THE STORE TO USE WITH HIS DATAPLAY USB PLAYER/RECORDER, COMPUTER OR PDA. HE CAN EVEN CREATE HIS OWN GAMES AND TAKE THEM WITH HIM WHEREVER HE GOES.



Ever tried to find an easier way to **carry your favorite books** with you? With DataPlay leading the charge in the digital book revolution, now you can. Download e-books from the Web to a blank DataPlay digital media or head down to the local bookstore and pick up the latest bestseller, pre-recorded on DataPlay digital media.

Then all you do is pop it into your DataPlay-enabled book reader, PDA or computer and read – or maybe you'd rather listen and interact. E-books on DataPlay will include the audiobook, as well as many interactive features you just can't get in a printed book. And if you like the e-book you just read, you can activate another book on the same DataPlay digital media by going online. Don't have a wireless e-book reader? Activate new books on the Web from your computer with a DataPlay USB player/recorder and move it back to your reader or PDA.

A MESSAGE ON YOUR CELL PHONE LETS YOU KNOW THAT THE LOCAL BOOKSTORE HAS JUST GOTTEN IN YOUR FAVORITE AUTHOR'S LATEST BESTSELLER ON A PRE-RECORDED E-BOOK. YOU PICK IT UP ON THE WAY HOME, BUT CAN'T WAIT UNTIL YOU GET HOME TO START READING IT, SO YOU POP IT INTO YOUR CAR'S DATAPLAY-ENABLED DIGITAL MEDIA PLAYER AND LISTEN TO THE AUDIO VERSION ALL THE WAY HOME. WITH DATAPLAY DIGITAL MEDIA YOU CAN READ, LISTEN TO AND INTERACT WITH YOUR FAVORITE BOOKS IN WAYS YOU NEVER IMAGINED, ON YOUR E-BOOK READER, PDA OR COMPUTER. AND CREATING A LIBRARY OF THE AUTHOR'S OTHER WORKS IS AS EASY AS A-B-C – JUST GO TO THE WEB AND ACTIVATE ANOTHER BOOK INSTANTLY WITHOUT WAITING FOR A DOWNLOAD.



e-books



Your desktop computer is crucial to your world – all your favorite songs, financial spreadsheets and cherished digital photos live there – but it's not the most portable piece of equipment. DataPlay digital media lets you extend the power of your desktop or notebook computer to any DataPlay-enabled handheld digital device – simply by moving universal DataPlay digital media from one to another. DataPlay digital media allows you to share everything digital with your DataPlay-enabled portable digital devices.

DataPlay digital media helps you get more out of life by letting you take the information that matters wherever you go and access it wherever you are.



computing

If you **use a cell phone,** PDA or other wireless Internet appliance, you know that synchronizing your wireless devices and computer can be a little challenging, if not downright impossible. Not so with DataPlay.

YOU'RE GETTING READY TO GO ON A TRIP – ONE THAT ENTAILS A 14-HOUR FLIGHT. ENTERTAINING YOURSELF IN THE SKY FOR THAT LONG COULD BE A CHALLENGE, BUT NOT WITH YOUR DATAPLAY-ENABLED PORTABLE DEVICES AND YOUR PERSONAL COMPUTER. DATAPLAY DIGITAL MEDIA ALLOWS YOU TO LISTEN TO MUSIC, VIEW YOUR PRESENTATION, MANAGE YOUR FINANCES, PLAY GAMES AND DOWNLOAD CONTENT OFF THE WEB – ALL ON A SINGLE MEDIA. TRAVEL LIGHT WITH DATAPLAY DIGITAL MEDIA AND TAKE YOUR WORLD WITH YOU WHEREVER YOU WANT TO GO!

DataPlay digital media allows you to download and save files, activate new content on pre-recorded DataPlay digital media, access and send information, and sync your DataPlay-enabled devices – all from the palm of your hand. You can load up all the contact and calendar information from your computer onto DataPlay digital media and use it on your DataPlay-enabled cell phone. Hook up a DataPlay USB player/recorder if your computer isn't DataPlay-enabled yet. You can even take photos with your DataPlay-enabled digital camera, then pop the DataPlay digital media into your webphone and instantly e-mail pictures to your entire family – from anywhere you happen to be.

It's that simple. There's no doubt about it – you'll want to go wireless with DataPlay.



wireless



IT'S THE FIRST GOOD SNOW OF THE SEASON. YOUR BOSS TELLS YOU TO TAKE THE DAY OFF, SO YOU THROW YOUR BOARD IN THE BACK OF YOUR CAR AND PICK UP A COUPLE OF FRIENDS FOR A DAY ON THE SLOPES. WITH DATAPLAY DIGITAL MEDIA'S PORTABILITY, YOU CAN DOWNLOAD AND LISTEN TO YOUR FAVORITE MUSIC ON YOUR WIRELESS DEVICE; YOUR FRIEND, THE DAY TRADER, CAN UPDATE HIS STOCK PORTFOLIO INFORMATION IN REAL TIME; YOUR GIRLFRIEND CAN VIEW CATALOGS AND INSTANTLY PLACE HER ORDERS; AND YOU CAN DOWNLOAD UP-TO-DATE SKI CONDITIONS TO YOUR PDA. WITH DATAPLAY DIGITAL MEDIA, YOUR WORLD IS WHERE YOU NEED IT TO BE, WHEN YOU NEED IT TO BE THERE.



BEST OF SHOW

DataPlay, Inc. was founded in November of 1998 to develop a Web-enabled digital content recording and distribution media for portable Internet appliances and handheld consumer electronic devices.

DataPlay's mission is to identify and meet consumer and industry needs by creating and championing universal media solutions that simplify and standardize the delivery and management of digital content in all devices and platforms. Our market-driven media technologies are designed to inspire and enable new digital devices that give consumers a simple, rich and powerful experience for everything digital.



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