

PRESS RELEASE - For immediate release

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ISO STANDARD AUDIOVISUAL NUMBER OPEN FOR BUSINESS IN HOLLYWOOD

New ISAN Registration Agency, Secure Path LLC will work in the Hollywood area to develop processes and technologies to support the ISAN adoption.

Los Angeles, Geneva, November 30th 2005 – The **International Standard Audiovisual Number**, the ISO Standard for allocating permanent and unique identity to audiovisual works is now open for business in North America, with the appointment of a new Registration Authority, **Secure Path LLC** (<http://www.secpath.com>), founded and supported by the partners of **Sample Digital Inc.** (<http://www.sampledigital.com>), a Los Angeles-based digital media services company.

The revolution in digital media technologies has led to a significant increase in the production of new audiovisual works, and the emergence of many new opportunities to exploit and repurpose existing back catalogue material.

While ISAN is perfectly designed to assist producers and rights holders to track the use of any version of any audiovisual work, in any format and at any time in its lifecycle, the key to its value is the registration services, provided by ISAN Registration Agencies, such as Secure Path.

Secure Path is the fifth registration agency appointed to date, after AF ISAN in France, ISAN Berne in Switzerland, ISAN Australasia for Australia and New Zealand, and RA Deutschland. Several organizations worldwide have submitted expressions of interest to become ISAN Registration Agencies and these are currently being processed.

Sample Digital has established trusted vendor relationships with all of the MPAA member studios via its Sample Digital Media Services and Digital Dailies® operating units. As an independent organization, Secure Path will offer a broad array of ISAN-related services and establish a clearing house for media identification and protection services, with ISAN registration at its core. Additional services envisioned include forensic watermarking and ISAN conflict resolution services.

Josh C. Kline, CEO of Secure Path LLC, said:

“We are honoured to have been selected as an ISAN Registration Agency serving a client base that generates some of the most valuable content in the world. Sample Digital’s experience in production and post-production services and technology convinced us of the absolute need for a standard such as ISAN. The past five years have laid the groundwork in terms of client relationships and service that will enable Secure Path to effectively bring the innumerable benefits of ISAN to the Hollywood and production technology communities.”

Patrick Attallah, the Managing Director of the ISAN International Agency (ISAN-IA) said “I welcome Secure Path LLC to the community of registration Agencies and the ISAN ecosystem. Secure Path is an ideal partner for the Hollywood industry in the USA for ISAN-IA by virtue of their role and proven track record. Thanks to their commitment, the ISAN Service will soon be available for this important market.”

About ISAN

The **International Standard Audiovisual Number** (ISAN: ISO-15706) is a human- and machine-readable number allowing users to uniquely identify A/V works and different versions of works. Together with web based registration and querying services provided by an ecosystem of supporting organizations, ISAN is **the complete solution to audiovisual content identification**.

ISAN is designed to help producers, distributors, broadcasters, scriptwriters, artists or rights-holders of audiovisual works to accurately **track** the use of their works and aid in **providing, promoting and protecting** them. Consumers will also benefit from ISAN, which can form the basis for **sophisticated retrieval of programmes or information about them** via advanced media services, e.g. digital TV electronic program guides and internet search engines.

The **ISAN International Agency (ISAN-IA)**, founded by AGICOA, CISAC and FIAPF, maintains the central database of ISANs and associated metadata, and appoints and coordinates a worldwide network of **ISAN Registration Agencies (ISAN RAs)**, servicing authorized ISAN users. For more information, please visit www.isan.org.