

PlayApp.com

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USB PlayApp Key (Actual Size)

PlayApp Introduces Technology Eliminating Need for Hollings Bill

DALLAS--(BUSINESS WIRE)--April 11, 2002--PlayApp, LLC, Internet distributor of protected PlayApps, in the form of digital books, music, and video, announced today that they are promoting their easy to use, plug & play PlayApp DRM technology as a solution meeting the hardware requests of media companies, eliminating need for the recently introduced Hollings bill.

"All media is moving to a computer based platform, and our PlayApp technology works there in an easy to use, plug & play DRM solution media companies can use to protect their content. The result is that no hardware modification is required by any consumer electronics companies to accommodate protected media in the form of PlayApps and the USB PlayApp Key hardware used to protect them." says John Willsey, inventor of PlayApps and PlayApp Keys.

PlayApps are single file, multi-media programs that are execution-protected, not copy-protected, with a single, keychain-sized USB hardware key (PlayApp Key) that is purchased by or provided to consumers. PlayApps are portable, collectable and can be stored on any digital storage device or disk connected to a PC. They're open-format, which means they can be programmed to handle any type of current or future codecs, these include proprietary or non-proprietary audio and visual formats. PlayApps can be sold as file downloads or on CD, DVD, etc. disks in retail stores or mail order. They can be developed for the Windows, Linux, and Mac operating systems, although only Windows is being developed for at this time.

Says Willsey, "Anyone opposed to government mandated hardware solutions can point to the PlayApp technology as an example solving the DRM hardware needs of media companies without requiring consumer electronics companies to make any modifications to their consumer electronics or PCs. In essence, PlayApp fulfills the cooperative requests of the Hollings bill and makes it and other similarly proposed legislation unnecessary."

With the introduction of PlayApps, a complete solution now exists for artists, publishers, consumers, and retailers. Artists and publishers get the security they insist on, consumers get the ease of use and portability they've been demanding, and retailers get digital products they can sell through stores, mail order, or file downloads.

About PlayApp, LLC

Founded in 1999 and based in Dallas, TX, PlayApp has patented the dynamic and powerful USKey Protection Process for easy to use plug and play protection of all digital media, anytime, anywhere. More information can be found at <http://PlayApp.com>. PlayApp, LLC, 5521 Greenville, Suite 104-722, Dallas, TX 75206-2925.

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