

# Macrovision RipGuard-MOD

Protect your content with the world's most popular rip control solution



For over 20 years, the world's most successful movie distributors have entrusted their content protection needs to Macrovision. With its industry leading Analog Content Protection (ACP), Macrovision firmly established itself as the leader in video content protection. As video distribution methods evolved, Macrovision introduced innovations to meet the new needs of its customers. RipGuard, Macrovision's newest video content protection technology, is the most widely adopted rip control technology in the market today. With over 200 million commercial DVDs shipped in the last 18 months, RipGuard provides the best balance of rip deterrence, uncompromised playability, and seamless integration into existing production workflows.

RipGuard-MOD extends this proven technology into Manufacture on Demand (MOD) production environments. Combined with Macrovision's ACP technology and Content Scrambling System (CSS) encryption, a true multi-layered security system is available for premium entertainment content on recordable DVDs.

## Unparalleled Deterrence

RipGuard-MOD provides a powerful deterrence against casual consumer ripping of DVD content. RipGuard-MOD defeats most casual copiers by neutralizing their tools of choice and significantly raising the technical bar required for completing a successful copy. When casual copiers encounter a RipGuard protected title, they experience a frustration that rarely occurs when they try to copy titles protected only with the Content Scrambling System (CSS).



This frustration causes many casual copiers to simply give up on trying to make a copy of a RipGuard protected title. A recent study that used data from online user forums found that over the last 12 months, RipGuard protected titles generated **10 to 20 times** the level of 'rip frustration' as compared with very similar titles that were protected only with CSS<sup>1</sup>.

## Uncompromised Playability

RipGuard-MOD combines the best level of rip deterrence with the very highest level of disc playability. Even a small number of problems with playability can lead to lost sales, return costs, and brand erosion. For that reason, RipGuard-MOD never elevates rip protection over the customer's enjoyment of the content.

Macrovision employs the most thorough playability programs in the DVD industry to ensure that the protection used is completely transparent to the end user. The program includes internal testing by industry experts as well as extensive third party testing. In addition, Macrovision obtains third party point of sales data that allows us to ensure that all of our tests are fully market weighted, and not a mere sampling of consumer electronics players from the market.

These tests have consistently concluded that RipGuard protected titles are greater than 99.8%, the highest in the industry playable. In addition, RipGuard is the only rip protection technology to successfully pass the certification process required to use the DVD-Video logo.

<sup>1</sup> Contact a Macrovision agent and ask for a whitepaper called "Understanding the Rip Frustration Index"



## Easy Deployment

RipGuard-MOD can fit right into your manufacture on demand production environment with little disruption to your existing workflow. RipGuard-MOD is based on proven technology that is used by dozens of DVD authoring studios and replication facilities across the globe. In nearly all cases, no major workflow changes are required, and titles can be authored and verified using the same workflow you are using today. Macrovision has invested the time and capital to ensure that RipGuard discs can be authored and tested according to the very highest industry standards.

### Powerful Deterrence

- Beats nearly all rippers favored by casual copiers.
- Frustrates casual copiers 10 to 20 times more than using CSS protection alone.
- Continually updated to meet the changing needs of the market.

### Uncompromised Playability

- Over 99.8% Playability
- Passes the most stringent playability tests in the industry.
- RipGuard is the only rip protection technology that meets the DVD-Video logo specifications

### Easy Deployment

- No exotic production requirements
- Works seamlessly in most manufacture on demand environments
- Accepts a wide variety of input sources, including DDP, ISO/UDF images and VIDEO\_TS directories.

**Next Step:**  
Visit [www.macrovision.com](http://www.macrovision.com) to learn more.

**macrovision®**

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