

## **Born Studios integrated into Sony DADC's global authoring network by partnering agreement**

**Sony DADC Austria AG and Born Studios have signed a partnering agreement that will integrate the Swedish top DVD & Blu-ray producer into Sony DADC's global authoring and digital services network. Together, the two companies will provide a leading position as digital service supplier for the entertainment industry in the Nordic market.**

Born Studios' Magnus Frejd, CEO, announced that the company in Borås, Sweden will now grow into the Nordics' number-one authoring studio and will give Sony DADC a strong foothold in Sweden and Denmark - with a new studio opening in Copenhagen later this year. The studios will be known as Sony DADC Nordic Authoring. All existing customer relationships will be smoothly integrated into Sony DADC's business processes.

"After the 2008 acquisition of Entertainment Network Scandinavia (ENS) in Borås and the establishment of corporate sales and customer service offices in Copenhagen and Stockholm, a local authoring service was key in completing our presence in the Nordics" explains Jesper Schertiger, Sony DADC Nordics. "Sony DADC Nordic Authoring will not only act as pure authoring service provider, but become the digital frontend to our customers in the Nordics, supporting them with the whole range of our digital services, such as digital distribution to online retail platforms and integrated marketing solutions. With this move Sony DADC is about to create Europe's best resourced and most advanced Blu-ray Disc and DVD authoring cluster."

"Thanks to the merger with Born Studios, Sony DADC can now offer a seamless one-stop-shop service for both traditional DVD and Blu-ray customers in the Nordics: from content creation over authoring, mastering through production and distribution. This is a major advantage for us as a client" comments Lars Brodal, Business Line Director Film at Pan Vision.

Blu-ray is the studios' number one focus at the moment. "With its unprecedented picture and sound quality Blu-ray is revolutionizing the European home entertainment industry," says Magnus Frejd. In just 12 months, we have seen our Blu-ray authoring business grow in both volume and value."

### **About Sony DADC**

Sony DADC is a leading disc and digital solution provider for the entertainment, education and information industries, offering world-class optical media replication services, digital and physical supply chain solutions and software services. The world-wide media production network consists of 33 service offices, optical media production, distribution and digital facilities worldwide. European distribution facilities are located in Frankfurt, Paris, Madrid, Gothenburg and Enfield, UK. Manufacturing sites are located in Salzburg and Southwater, UK.

### **About Born Studios**

Born Studios are specialists in audio, visual, interactive design and authoring for both DVD and Blu-ray productions. Born Studios was the first company in the Nordics to offer DVD-production as a service. Already in 1997, Born started up a fully equipped authoring studio, then Born continued with Blu-ray development in 2007. Today Born Studios produce 700 DVD titles and 150 Blu-ray titles per year for the Nordic Market.

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