

RCDb Licenses BD-Live Software to Netflix for PS3 Instant Streaming Disc

SAN FRANCISCO– November 10th, 2009, Related Content Database (RCDb) announced today that it has entered a technology licensing and services agreement with Netflix, Inc. to jointly develop the instant streaming Blu-ray disc that enables Netflix members to instantly watch thousands of movies and TV episodes on their Sony PlayStation®3 computer entertainment system.

The Netflix instant streaming disc for PS3 represents a major technical advancement for BD-Live and the Blu-ray format. The free instant streaming disc leverages BD-Live to access the Internet and activate the Netflix user interface on the PS3 system. Netflix members simply slide the disc into their PS3 systems to reveal movies and TV episodes that can be watched instantly. Members can choose a movie to watch from their instant Queue or play directly from a variety of personalized categories. They also have the ability to read synopses and rate movies. In addition, they have the option of fast-forwarding and rewinding the video stream.

RCDb's BD-Live software enables rapid development of connected Blu-ray features and helps both content owners and software developers to efficiently unlock the capabilities of the Blu-ray format. RCDb and its partner MX Productions also provided Netflix with BD-J software development services and advanced Blu-ray format consulting.

“Netflix is dedicated to delivering a simple and elegant experience to its members,” said Netflix Vice President of Engineering Greg Peters. “The instant streaming disc for PS3 is the fastest and easiest way for Netflix members to enjoy instantly watching movies and TV episodes on the TV via the PS3. RCDb was integral in helping us deliver this experience.”

“We are excited about breaking new ground with Netflix”, said RCDb CEO Zane Vella, “Blu-ray is now mainstream and BD-Live provides an important bridge between physical discs and premium digital content distribution.”

RCDb is a global leader in open BD-Live software and services that enable network connectivity, social networking applications, commerce transactions and digital content distribution for Blu-ray discs, players and connected devices. RCDb BD-Live software powers hundreds of Blu-ray titles and enterprise class network services for leading Hollywood studios and record labels.

The Netflix PS3 Instant Streaming disc is now available to Netflix members and PS3 system owners who visit www.netflix.com/ps3.

About RCDB

Related Content Database, Inc. (RCDB) is a leading provider of software and services for network-connected Blu-ray discs, players and other connected devices. Founded in 2006, RCDB provides fundamental infrastructure, products and services upon which Blu-ray content owners, web services developers and connected devices manufacturers can rapidly and efficiently build compelling value added services.

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