

## Technicolor launches MediaEcho, a Second Screen App to enrich Blu-ray, VOD & broadcast viewing

*Already adopted by key players in the Media & Entertainment market*

**Paris (France) & Hollywood (California) – November 8, 2011** – According to multiple surveys, up to 70% of consumers use additional devices (laptop, tablet, mobile) to supplement their home viewing experience, whether engaging in social media or browsing for more information about the program they are viewing. To enable its customers to seamlessly deliver immersive and social experiences to home entertainment consumers, [Technicolor](#) (Euronext Paris: TCH) announces the launch of MediaEcho, an application that synchronizes secondary content with Blu-ray, Video on Demand (VoD) or broadcast programming.

MediaEcho synchronizes a wealth of content such as cast, crew and production information, historical facts, audio and video onto a tablet device that allows viewers to deepen their engagement with the program without cluttering the main screen.

The app can also enable integration of social media, allowing users to post comments, share content and connect during their viewing experience. MediaEcho can even enable e-commerce within the app, allowing fans to purchase items related to the program right from their tablet.

This versatile app is compatible with both **Apple and Android tablet platforms**, and will work with any type of content (film, TV, sports).

Synchronization of the content with a Blu-ray feature is made possible through [BD-Live™ technology](#) to enable a true two-way communication between any Internet connected Blu-ray Disc player and tablet device.

For broadcast and VoD features, synchronization is accomplished via **Technicolor's own audio watermarking technology**. This watermarking technology inserts an inaudible high-frequency sound that can only be recognized by the tablet, allowing the app to synchronize even in the presence of ambient noise.

In the US, some major studios have already adopted MediaEcho to provide immersive second screen home entertainment experiences.

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### **About Technicolor**

Technicolor is home to industry-leading creative and technology professionals committed to the creation, management and delivery of entertainment content to consumers around the world. Propelled by a culture of innovation and underpinned by a dedicated research organization, the company's thriving licensing business possesses an extensive intellectual property portfolio focused on imaging and sound technologies. Serving motion picture, television, and other media clients, the company

is a leading provider of high-end visual effects, animation, and postproduction services. In support of network service providers and broadcasters globally, Technicolor ranks among the worlds' leading suppliers of digital content delivery services and home access devices, including set-top boxes and gateways. The company also remains a large physical media service provider, being one of the world's largest film processors and independent manufacturers and distributors of DVDs and Blu-ray™ discs.  
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