

Twentieth Century Fox Home Entertainment Utilizes Technicolor's MediaEcho Second Screen Application for Sons of Anarchy

MediaEcho - the next step in the evolution of the second screen

Paris (France) & Hollywood (California) – November 8, 2011 – [Technicolor](#) (Euronext Paris: TCH) today announces that it has teamed with Twentieth Century Fox Home Entertainment to launch an interactive [Sons of Anarchy](#) application, enabled by Technicolor's MediaEcho application feature set. The *Sons of Anarchy* application leverages both [BD-Live™](#) functionality and audio watermarking technology to deliver synchronized content and e-commerce capabilities to Apple iPads®.

"SOA fans have proven to be amongst the most highly-engaged and passionate voices out there," said Mike Dunn, President, Twentieth Century Fox Home Entertainment. *"Groundbreaking technology platforms like the interactive shopping app will captivate fans and enhance the value of the franchise, whether watched on Blu-ray Disc or broadcast TV."*

Developed in-house by Technicolor, MediaEcho delivers an interactive second-screen experience to viewers using either a Blu-ray Disc player with BD-Live (Internet connectivity) or audio watermarking technology to synchronize with a tablet device, without disrupting the primary content on the main screen. Content displayed on the tablet can be played in sync with the on-screen feature or viewed later (offline). MediaEcho uniquely utilizes BD-Live technology to enable a true two-way communication between any Internet connected Blu-ray Disc player and tablet device, or via Technicolor's own proprietary audio watermarking technology for broadcast. Both synchronization options provide users with a wealth of additional content and e-commerce capabilities.

Consumers can download the *Sons of Anarchy* app at the [Apple iTunes Store](#) and experience second screen capabilities for the *Sons of Anarchy* Season 3 [Blu-ray Disc™](#) Box Set. Viewers will be able to use the same app to synchronize with the Season 4 broadcast series started with episode 9. While watching the show in real-time, consumers can purchase *Sons of Anarchy* branded show merchandise and other items with a touch of a button through an e-commerce marketplace, powered by [Delivery Agent, Inc.](#)

"We have worked extensively with Fox to create this app and take the second screen experience to a completely new level," said Lanny Raimondo, Head of Technicolor's Entertainment Services businesses. *"Consumers can now engage in a much more immersive and exciting experience with Sons of Anarchy through our new second screen application - whether they are watching the show on television or Blu-ray Disc."*

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.
Euronext Paris: TCH • www.technicolor.com

Press contacts: +33 1 41 86 53 93
technicolorpressoffice@technicolor.com

Investor relations: +33 1 41 86 55 95
investor.relations@technicolor.com