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**Digital Media Stocks Sector Close-Up; USA Video Interactive Corporation (OTC BB: USVO.OB), Dolby Laboratories, Inc. (NYSE: DLB), Philips, Sun Microsystems**

*Key Trends: Adoption of Digital Watermarking Increasing, Content Identification and Video Storage Optimization Challenge Industry*

/24-7PressRelease/ - POINT ROBERTS, WA and DELTA, BC - April 25, 2008 - [www.DigitalMediaStocks.com](http://www.DigitalMediaStocks.com), an investor and industry portal for the digital media sector within Investorideas.com, features a sector close-up on Digital Media Stocks reporting on digital media trends including watermarking, content identification and video storage optimization.

"Adoption of digital watermarking by media companies and technology providers to manage and secure digital content across many new forms of distribution is increasing, while more and more media content contains the feature", according to the Digital Watermarking Alliance.

USA Video Interactive Corporation (OTC BB:USVO.OB) (CDNX:US.V ) (Berlin:USF.BE) (Frankfurt:USF.F) recently announced deployment by Twentieth Century Fox Home Entertainment, (a subsidiary of Twentieth Century Fox Film Corporation, a News Corp company) (Market, News), of USVO's new copy protection software, MediaEscort(TM). MediaEscort(TM) protects Studio's filmed entertainment content that is streamed via the Internet to its various trade business partners in advance of DVD availability. The company is positioning with Fox to become one of the technology leaders in forensic watermarking.

Cinea, Inc., a subsidiary of Dolby Laboratories, Inc. (NYSE: DLB) recently stated, "Our customers have inquired about watermark deployment within an encrypted environment, since many motion picture studios and other high-value content providers mandate encryption as a part of their overall content protection requirements," said Rob Schumann, General Manager of Cinea, Inc. "Running Marks allows system operators to meet content providers' stringent security requirements in an efficient and secure manner."

Philips (Market, News) is set to offer a watermarking solution in its hospitality television sets and will have it available starting in May in a full range of HDTV sizes including 26", 32", 37", 42" and 52". The Company recently reported, "In an effort to deter the unlawful copying of high definition movies in hotels and enable hoteliers to ensure that they remain available to their guests, Philips is leading the industry with its Track digital watermarking solution which will be demonstrated at the 2008 National Association of Broadcasters Show (NAB) in Las Vegas, Nevada."

Sun Microsystems, Inc. (Market, News) recently announced formation of the Sun Media Advisory Board, an executive advisory board guided by Sun and leading media industry executives that is focused on identifying and solving key challenges found in today's digital media distribution industry.

"The Sun MAB has initially focused on identifying and solving key challenges brought about by a major market shift from isolated, proprietary systems to an integrated "file-based" workflow across the media value chain. As part of its initial findings, the Sun MAB has cited media transformation, content identification and video storage optimization to be the key business challenges facing the industry today. Through the collaboration of its member companies, the Sun MAB is currently engaging in several projects aimed at meeting these challenges and aiding companies in successfully adapting to the changing digital media landscape", reported the Company.

**Digital Media Stocks Sector Close Up**

\*As of market close April 22, 2008

Digimarc Corporation (Market, News) provides products and services that enable the annual production of more than 60 million personal identification documents, including two-thirds of U.S. driver licenses and IDs for more than 25 countries. The stock has a 52-week range of \$6.93 - \$11.60 and closed at \$10.26.

Dolby Laboratories, Inc. (NYSE: DLB) finished at \$36.87.

Philips (Market, News) closed at \$37.61, down 0.70 (1.83%).

Sun Microsystems, Inc. (Market, News) closed at \$15.61, down 0.17 (1.08%).

USA Video Interactive Corporation (OTC BB: USVO.OB) (CDNX: US.V) closed at \$ .1160, off 0.0020 (1.69%).

Digital Media Showcase Company:

USA Video Interactive Corp. ("USVO"), designs and markets technology for delivery of digital media. USVO developed its MediaEscort(TM), MediaSentinel(TM) and SmartMark(TM) digital watermarking products and technology to provide a robust means for producers and distributors to invisibly protect their content. USA Video Technology Corp., a wholly owned subsidiary of USVO, holds the pioneering patent for store-and-forward video, filed in 1990 and issued by the United States Patent and Trademark Office on July 14, 1992; it has been cited by at least 165 other patents. USVO holds similar patents in Germany, Canada, England, France, Spain, Italy, and Japan. Visit [www.usvo.com](http://www.usvo.com) or the company showcase on InvestorIdeas.com at:

<http://www.investorideas.com/CO/USVO/Default.asp>

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