

# Activated Content Signs Contract with Danish National Library For The Blind

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## *Watermarking of Audio Books Supports Library's Digitization Strategy*

**Seattle, WA – December 6, 2005** – Activated Content Corporation, the leader in digital audio watermarking technology solutions, today announced the licensing and integration of Activated Content's technology into the Danish National Library for the Blind (DBB) digitization initiative. The Danish Library Act of 2000 required that the DBB, under the Ministry of Culture, serve as a national center for all Danish public libraries, producing and distributing materials specially designed for blind, dyslexic and other print-impaired people.

The vision of the DBB is to provide full access to the information society for everyone including individuals with disabilities. "Digitization is key to equal access" said Thomas Kjellberg Christensen, DBB Head of Development, IT and Finance. Christensen explains "The DBB actively employs technology to give our print-disabled users equal access to information. To provide the content we collaborate closely with content owners and have entered an agreement on how to secure their material when in digital form, and this is where the watermarking technology becomes an integral part of the audio books we distribute". "The integration of our digital audio watermark into the DBB talking book library serves two purposes" noted David Cannon, president of Activated Content. He continued "It ensures access to an audibly perfect product for those in need, and also provides protection for the artists, writers and content owners of the materials."

The DBB began in 1924 as The State Printshop and Library for the Blind under the Ministry of Social Affairs, making Denmark one of the first countries in the world to acknowledge its responsibility for making information available and accessible to blind people.

## **About Activated Content Corporation:**

Launched in 2001 and based in Seattle, Washington, Activated Content has developed and is marketing a suite of products and services to protect and manage audio-inclusive content. Market entry products protect music and audio books in B2B & B2C markets from piracy using a patented advanced audio watermarking technology. The products are fully developed for embedding inaudible digital watermarks into audio, and provide a full and robust set of tools for forensic tracking from creation to distribution.

With global deployments in England, France, Germany, Denmark, the Netherlands, Turkey, India, Australia, and Canada, the Activated Content watermarking technology is incorporated in over 4 million audio tracks worldwide leading to weekly detection of industry leaks and piracy. The Activated Content products can be adapted for use in protecting, tracking, and managing major motion pictures, direct-to-DVD, audio books, and electronic games as well as other forms of audio-inclusive entertainment content.

For additional information about Activated Content Corporation and its suite of anti-piracy products, visit [www.activatedcontent.com/](http://www.activatedcontent.com/) or call 206 448-3260.

### **About the Danish National Library for the Blind (DBB)**

The Danish National Library for the Blind is an institution under the Danish Ministry of Culture. DBB provides services to the blind, the visually impaired and other persons whose handicap prevents them from reading standard printed material. DBB produces and mediates materials in audio, in Braille and as e-text.

The Danish National Library for the Blind is also a resource center, providing advice to the rest of the library service in questions concerning the disabled. In 2000 the DBB began the process of a complete shift of technology which, over the next few years, will fundamentally change the organization and how it accomplishes its work. The aim is to transform the former industrial age culture into a culture based on knowledge, technology and values. In 2009, all material distributed by the DBB will be digital or digitally based.

For additional information about the Danish National Library for the Blind visit the website at:

<http://www.dbb.dk/English/default.asp>