

ECD Systems, Inc. Hosts Panel Discussion at GDC '05

Marstons Mills, Mass. March 22, 2005-ECD Systems, the technology leader in protecting valuable PC game assets during entire product life, released today details from the panel entitled *Can the Cost of Piracy Be Measured?* Held at the Game Developers Conference in San Francisco on March 9, 2005.

The panel was moderated by Elliot Klugman (VP, Business Development) for ECD Systems and included panelists Stevan Mitchell (VP, Intellectual Property Policy) from Entertainment Software Association, Jim Summers (VP, Quality Assurance & Customer Support) from Activision, and Ian Lane Davis (CEO) of Mad Doc Software, LLC.

The topics covered included the tangible and intangible costs of piracy to developers and publishers as well as some considerations and tools used to understand the economics of piracy. "I think it's pretty clear that most piracy occurs in the final stages of development because the stuff we actually see out in the marketplace is close to, or matches the final gold release candidate," Jim Summers said. "(Piracy) is most painful, certainly, in the first four to six weeks of on-sale."

Digital Armor™ technology has been built on the understanding that pre-release piracy is the most damaging and that content security technology needs to provide protection throughout the life-cycle of the product, including during development and pre-release activities. Digital Armor products also significantly reduce the precious time publishers must devote to incorporate security technologies into their titles.

Session quotes and presentation materials are available on the ECD Systems website, www.ecdsystems.com.

"ECD continues to be very active in educating on the impact of piracy to all the parties involved in the games industry," stated Jack Hart, President of ECD Systems. "This kind of education, combined with strong security technologies like Digital Armor, will better equip the industry to strategically combat theft of IP."

About ECD Systems, Inc.

The technology leader in protecting valuable title assets during entire product life, ECD Systems, Inc. was founded in 1999. ECD is focused on providing robust protection for independent to large publishers against the theft of digital content throughout the life-cycle of a product. ECD has developed unique patent-pending technologies that combine to form the Digital Armor solution that protects a product from its earliest transfer from design studio to design studio, internal and external product testing and review, mastering and replication and finally, protection when the product is in the hands of the end-user. By providing life-cycle product protection, ECD has taken a major step in preventing unplanned or unauthorized product releases. Additional information can be found at www.ecdsystems.com.

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