

# GLOBAL DIGITAL MEDIA XCHANGE DEVELOPS BLU-RAY JAVA TECHNOLOGY IN LICENSE AGREEMENT WITH JARGON TECHNOLOGIES

*Powerful Tools Enable Advanced Blu-ray Disc™ Interactive Authoring  
While Reducing Time and Cost*

(Burbank, Calif., November 4, 2010) – Global Digital Media Xchange Inc. (GDMX), a wholly owned subsidiary of Warner Bros. Entertainment Inc., announced today a licensing agreement with Jargon Technologies that will result in the development of Blu-ray Disc™ Java (BD-J) application software. With this new technology development, GDMX will be able to provide advanced interactive Blu-ray Disc™ production that is more cost effective and faster than its existing methods. The new technology—with code written by Jargon and testing handled by GDMX—will launch later this month.

“The challenges of creating rich, interactive functionality for BD titles are delivering complex programming, testing and evaluation of projects that require short production timelines,” said Zeevik Bar-Am, Vice President of Business Development for GDMX. “Jargon has created a technology that will allow our team to author innovative projects for our wide variety of customers. We will be able to do this more efficiently and at a lower cost than ever before.”

“Jargon is excited to be working with GDMX, one of Hollywood’s foremost compression and authoring houses,” said Bhanu Srikanth, CEO & Co-Founder of Jargon Technologies. “Their experienced production staff will make great use of our technology to provide advanced Blu-ray Disc™ solutions to the industry.”

Jargon Technologies creates cost-efficient and formal processes for development and production on emerging media platforms, including BD-J. Jargon utilizes rigorous software engineering principles in providing solutions to ease the transition to evolving formats, while ensuring the highest-quality consumer experience.

## **About GDMX**

**GDMX is a global leader in the production and distribution of all forms of creative content, across all current and emerging technologies and platforms. The company stands at the forefront of the media and entertainment industry, supporting feature film, TV and home entertainment production for worldwide distribution to DVD and Blu-ray Disc™, digital distribution, broadcast and syndication. GDMX has authored and encoded more motion pictures for DVD, Blu-ray Disc™ and Video on Demand (VOD) than any other facility in the world.**

## **About Jargon**

**Jargon Technologies is an established leader in advanced software development for emerging media platforms. Its founders – Bhanu Srikanth, Jeff Schulz and Nathan Epstein – have a combined 16 years of history with the Blu-ray Disc™ format spanning various aspects - R&D, standardization, developing foundation libraries for BD-J/BDLive, creating cutting-edge games and interactive features. Their ongoing research into evolving standards enables their partners to establish production on new platforms.**

###

## **Contact:**

Stacey Hoppe  
Warner Bros. Entertainment  
(818) 954-7978  
[stacey.hoppe@warnerbros.com](mailto:stacey.hoppe@warnerbros.com)

Wendy Chen  
Jargon Technologies  
(818) 252-0046  
[pr@jargon-tech.com](mailto:pr@jargon-tech.com)