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Plextor Selects Decisionmark's TitanTV Electronic Program Guide for PC-Based Personal Video Recorder with MPEG-4 and DivX

Market Leaders Partner; Offering Consumers Free Program Guide Access for Digital Video Recording

FREMONT, Calif. - September 20, 2004 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, and Decisionmark® Corp., today announced a partnership aimed at offering consumers exciting new choices in the realm of digital video recording. Plextor has selected Decisionmark's TitanTV® electronic program guide (EPG) for the new ConvertX Personal Video Recorder, enabling users to find and record television shows more easily than before using user-friendly features such as automatic searches, category filters, and schedule reminders.

The Plextor ConvertX PX-TV402U captures and records broadcast, cable, or satellite TV onto a computer hard drive via a tuner card. Unlike digital video recorders that connect to a television set, such as TiVO® and Replay®, ConvertX and TitanTV do not require a monthly service fee. ConvertX also allows users to burn programs onto CDs and DVDs, and it supports real-time hardware encoding to MPEG-4 and DivX® for three times greater compression than MPEG-2 without quality loss.

"We are pleased that Plextor chose the TitanTV EPG to help ensure ConvertX customers never miss their favorite shows," said Jill Ungs, Decisionmark's Director of Product Management. "With TitanTV's feature-rich guide and the ConvertX improved compression capabilities, there's no doubt that ConvertX users will be among the most satisfied DVR customers in the market today," she added.

"TitanTV brings a high-quality EPG service to our customers without monthly service charges, which can add up to more than \$100 per year," said Dirk Peters, director of marketing, Plextor. "We also want to give our ConvertX customers the most convenient and fun recording experience possible, and Decisionmark's TitanTV helps us reach that goal."

For recording television shows, the Plextor ConvertX tightly integrates TitanTV with InterVideo WinDVR 5 software. A user simply selects the EPG button in the WinDVR 5 software to bring up a picture-in-picture screen containing the TitanTV.com web site. A single mouse-click over a program listing schedules it to record. During live television viewing, WinDVR supports all of the time-shifting features normally associated with PVRs, including pausing live TV, skipping forward and instant replays.

About TitanTV ([www.titantv.com](http://www.titantv.com))

The TitanTV EPG is the leading customizable, online guide with PVR capabilities for the PC. It is the only guide that offers the most complete and accurate listings for cable, digital cable, satellite and off-air (digital and analog) broadcasting at a person's exact house address. TitanTV membership is free.

About Decisionmark ([www.decisionmark.com](http://www.decisionmark.com))

Decisionmark is the leading online software and information provider to the broadcast industry. For

consumers, Decisionmark offers the only real-time household-level online programming guide, TitanTV.com. Because of its close relationship with TV broadcasters, the TitanTV EPG has the most accurate program schedules and signal reception information on the U.S. market. Last year, Decisionmark was recognized as one of the Inc. 500's fastest growing private companies and is a profitable, privately held company, based in Cedar Rapids, Iowa.

#### About Plextor

Plextor Corp. is a leading developer and manufacturer of high-performance digital media equipment for professionals, consumers, and enterprises. Headquartered in Silicon Valley since 1990, Plextor has introduced generations of award-winning products, including digital video converters and CD-R/RW, DVD+R/RW, and DVD±R/RW optical disk drives. Plextor is privately owned by Shinano Kenshi Co., Ltd., a developer and manufacturer of advanced technology hardware and precision electronic equipment headquartered in Japan. Contact Plextor at [www.plextor.com](http://www.plextor.com).

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