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Press Release

FOR IMMEDIATE RELEASE

SAI Announces Blu-ray Device Driver for Mac OS 10.4

***BlueDisk™ Driver* for Mac OS 10.4 provides world's first Mac "Finder" interface to re-writable Blu-ray Disc Drives for "drag & drop" writing**

Kirkland Washington, 4 June 2007...Software Architects, Inc., the leading developer of UDF file system technology for computers and consumer electronics products, announced its release of BlueDisk™ Driver v1.0 for Apple systems running OS X 10.4.

BlueDisk™ Driver! enables both Intel and PowerPC based Apple computer systems to format, read and write to re-writable Blu-ray discs using the standard Mac Finder interface, including "drag & drop" writing to disc. Discs are formatted in standard Apple HFS+ format for readability on an any driver equipped Apple system. The native Mac OS does not support Blu-ray disc drives or BD-RE media.

Compact, Reliable & Portable Data Storage

Now users can take advantage of the blu-ray disc drive's 25 gybte capacity re-writable media for data storage applications. Ideal for file backup, archival or large file data distribution, re-writable ("BD-RE") blu-ray discs can now be used to store files written from any application supporting OS 10.4.9.

Saves Time for Recorded Video Applications

With 25 gbytes of capacity available, video enthusiasts no longer have to spend time compressing their favorite video files into MPEG-2 to fit on a single optical disc. Record



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video files in any Apple QuickTime™ compatible video format and play them using Apple's QuickTime Movie Player. The BD-RE disc is formatted as a data disc so users do not have to go through the time consuming process of creating a DVD video format disc for play back on their Mac systems.

Key Benefits

- Easy to use: simply drag & drop files to the disc
- Versatile: supports writing from any Mac application
- Compatible: HFS format is readable on any Mac system
- High Capacity: 25 gbyte discs hold more than six times a standard DVD-R/W disc

System Requirements

Intel or PowerPC based Apple systems
Mac OS X 10.4.9
512 Mbytes RAM

Pricing and Availability

Version 1.0 is available 15 June 2007. Price is \$49.95. For BD-RE support on Windows systems, SAI offers WriteUDF!™ for MS Windows.

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About Software Architects, Inc.

Software Architects, Inc. ("SAI") is a leading developer of UDF file systems, file conversion utilities and digital photo enhancement technology for computers and consumer electronics



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devices. The company applies its software technology to address media compatibility and file interchange between a wide variety of computing and electronics devices. The company is a pioneer in digital photo enhancement technology and licenses its patented VistaMax™ technology to OEM and to consumers.

Founded in 1987, the company has 20 years of experience in developing and licensing its technology to OEM manufacturers, systems integrators, resellers and consumers in world markets. As an active member of the Optical Storage Technology Association (OSTA), Recordable DVD Council, and the Photo Marketing Association (PMA), SAI plays a leading role in developing industry standards that enable interchange of multi-media files and media formats between a wide variety of devices and media types.

Visit SAI at: <http://www.softarch.com> or call for information at: (425)889-0122

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