

Meet Jane the Ripper.

**Keep your customers honest.
And your bottom line healthy.
Discourage people from casually
copying your titles.**

Not all DVD pirates are in it for the money. Some just want to make a few copies for their friends, or copy a rented movie before they take it back to the store.

Casual copying can be just as big a threat to your bottom line as commercial DVD bootleggers and illegal peer-to-peer file sharers. But not all consumer rippers are the same. The good news is, most can be deterred.

Rovi's content protection solutions – RipGuard (designed to stop digital ripping) and ACP (which inhibits analog-out copying) – are proven to frustrate most casual copiers, without affecting the viewing experience in any way.

Best of all, when you frustrate casual rippers, they tend to buy the title. That's a good thing... for them, and for you.

**Find out more at
rovicorp.com/casualripping**

rovicorp.com
join the entertainment

The Rovi logo features the word "ROVI" in a bold, white, sans-serif font. Above the letter "I" is a stylized red and white graphic element that resembles a film strip or a ribbon.

© 2012 Rovi Corporation. All rights reserved.