ANTITRUST GUIDELINES FOR THE FORUM PARTICIPANTS

The purpose of the forum is the dissemination of technical information concerning the DVD format and the use of input from participants to improve and establish the technology for the benefit of consumers and users and encourage broad acceptance of the DVD format. Communication among participants in the forum should be aimed at advancing the goal of enhancing competition. Participants in the forum should not have discussions which call for or result in anticompetitive collective action of any kind. This applies both to formal meetings and informal conversations before, during, and after the event. Your strict adherence to these guidelines is essential.

I. The purpose of this forum is to provide technical information concerning the DVD format, to exchange ideas and opinions on the DVD format, to promote its use by related industries, and to facilitate compatibility among the participating companies and improvements in the technology for the benefit of consumers. Consistent with basic compatibility, hardware, software and media providers will be making their own judgments on technology and will be competing with each other. Do not issue a "call to action" or tell participants that they should or should not do something.

II. There should be no discussion of actual, projected, possible or future prices for hardware, software or components, or any recommendations on pricing. Agreements on price could expose members to criminal liability. Exchanges of information that could lead to an agreement on prices must be avoided. There also should be no discussion of the individual firm's costs of producing hardware, software or components.

III. Discussions should be restricted to technical issues and should not involve business or competitive strategies that would be implemented by individual participants or by the group. There should be no discussions of distribution strategies or of entities with which participants will or will not deal.

IV. Promotion of the DVD format as a standard is a legitimate purpose of the Forum. However, each company shall make its own decisions and individual companies shall adopt their own technologies and business strategies in making products that use or do not use the DVD format or any technical recommendations for the DVD format made by the forum participants. Attending the forum does not preclude participants from using other formats in addition to or instead of the DVD format or commit participants to adopt any technical recommendations for the DVD format made by the forum participants.