



Contact: Marcy Magiera
310-413-6066

DEG HONORS INDUSTRY'S FINEST 4K UHD PRODUCT AND CONTENT AT CES 2018

*Leadership chooses new Emiel N. Petrone Innovation
in Entertainment Technology Award winner*

LAS VEGAS (Jan. 8, 2018) – DEG: The Digital Entertainment Group will use its annual reception at CES on January 9 to showcase its Achievement Awards honoring the best 4K UHD hardware and software products released during calendar 2017. Movies Anywhere will also be honored by DEG leadership with the new DEG Emiel N. Petrone Innovation in Entertainment Technology Award.

The reception itself will put 4K UHD products and content front and center, with reception sponsor Redbox celebrating its plans to test 4K content at kiosks in 2018 by presenting one reception guest with the ultimate 4K home entertainment center, including a Sony BRAVIA OLED 4K HDR TV, winner of the DEG: Excellence in 4K UHD Product Award; a gaming system; and peripherals including a sound bar and gaming headset. All attendees prior to the drawing will receive a chance to win the grand prize, presented during the reception by Redbox CEO Galen Smith.

DEG: Emiel N. Petrone Innovation in Entertainment Technology Award

In memory of DEG's founding Chairman Emiel N. Petrone, DEG has a new award to recognize a technology development released in calendar 2017 that has created new opportunities for the home entertainment industry. The first DEG Emiel N. Petrone Innovation in Entertainment Technology Award winner is Movies Anywhere, the unprecedented industry initiative that at launch brought together films from five major studios (Sony Pictures Entertainment, The Walt Disney Studios - encompassing Disney, Pixar, Marvel Studios and Lucasfilm, Twentieth Century Fox Film, Universal Pictures and Warner Bros. Entertainment) with four key digital retailers (Amazon Video, Google Play, iTunes and Vudu) to deliver unprecedented access and next-level compatibility to the digital movie experience, syncing users' libraries across their connected accounts.

Nominations by DEG leaders focused on those innovations that generated significant new trends in home and mobile entertainment. Voters recognized Movies Anywhere as "the best innovation we've had in years, with huge potential to come" and "this year's innovation that has the best chance of transforming our industry."

DEG: Excellence in 4K UHD Awards

Selected by a panel of product reviewers from the industry's home theater enthusiast and

business publications, one hardware and one software product will be awarded with the top honors.

Blade Runner: The Final Cut 4K Ultra HD Blu-ray Disc, from Warner Bros. Home Entertainment, is recognized with the DEG: Excellence in 4K UHD Content Award. The criteria for the Content Award include demonstrated excellence in 4K image capturing/transferring; HDR encoding; wide color rendering; and immersive (object-based) audio.

The DEG: Excellence in 4K Product Award goes to Sony Electronics for its Sony BRAVIA OLED 4K HDR TV. For the Product Award, criteria include delivery, on a consistent basis, of outstanding audio/video performance, convenience and versatility. Sony's OLED TV boasts more than 8 million self-illuminating pixels and sound that comes from the entire screen, with the industry's first Acoustic Surface.

“As home entertainment consumers increasingly demand enriched visual and audio experiences, delivered in a more convenient and frictionless way than ever before, DEG member companies are moving quickly to not only meet their needs, but to introduce them to new possibilities,” said Amy Jo Smith, DEG President and CEO. “DEG is delighted to recognize Sony Electronics and Warner Bros. as purveyors of best-in-class 4K UHD for the home, and Movies Anywhere as a model of seamless content delivery perfectly positioned for the future.”

DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.

DEG membership is comprised of: Astell & Kern, BBC AMERICA, bitMAX, Bluesound, Broad Green Pictures, Cinedigm Entertainment, Cinelytic, Cognizant, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, Ericsson, Eurofins Digital Media Services, Fandango, GfK Entertainment, GfK Entertainment, GoChip, Google Play, The Great Courses, HBO Home Entertainment, IMAX, Intel, Irdeto, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, MovieLabs, MQA, Music Watch Inc., Nielsen Entertainment, NPD Group, The Orchard, Panasonic, Paramount Home Media Distribution, PBS Distribution, Philips Electronics, Pioneer Onkyo, Pixelogic, Premiere Digital, PricewaterhouseCoopers, Qobuz, Redbox, Samsung Electronics, Screen Engine/ASI, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Technicolor, TiVo, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, Walt Disney Studios, Warner Bros. Home Entertainment and Warner Music Group.

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