

Macrovision and Motorola Propose Standards for Software Licensing Implementations

Submitted by: Macrovision UK Ltd

Tuesday, 23 March 2004

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Companies Co-author Best Practices White Paper on Implementing and Deploying Software Licenses

London, England — March 23, 2004—Macrovision® Corporation, the world's leading provider of software licensing technologies, today announced that Motorola and Macrovision have collaborated on a white paper outlining the industry's first licensing implementation guidelines. The white paper, "Improving Customer Satisfaction by Improving Licensing Implementation Quality," defines deployment standards for both software publishers and corporate enterprises.

"Motorola is at the forefront of major licensing initiatives such as centralized procurement and global software licensing management," said Dan Griffith, manager of comprehensive software asset management at Motorola and white paper co-author. "As a founding member of CELUG, the centralized licensing user group that includes companies such as Intel, Honeywell, Agilent, Northrop Grumman, AMD and Ford, we believe it is important to share our knowledge and best practices experience. This joint initiative with Macrovision offers detailed recommendations that address procurement, reporting and dependency issues that are widely encountered within today's enterprise."

"At SoftSummit 2003, the software industry's conference on pricing, purchasing and licensing, executives from both sides of the table wanted help improving the quality of their licensing implementations. We listened and provided the guidelines they were looking for," said Mark Horler, director, global consulting services at Macrovision. "Working closely with Motorola, a long-term Macrovision customer, we've developed a clear and concise licensing policy that makes the process easier and adds value for both vendors and customers."

The white paper covers an overview of the most common software licensing issues faced by corporate enterprises and provides solid guidelines on topics such as methodology, reporting, naming conventions, security and versioning, that will result in high-quality implementations and greater customer satisfaction.

For More Information

To obtain a copy of the white paper, visit the Macrovision web site at: www.macrovision.com/motorolaWP or call +1-888-755-0861.

About Macrovision

Macrovision Corporation (Nasdaq: MVSN) is the market leader in electronic licensing, copy protection, and digital rights management ("DRM") technologies. Analysts recognize Macrovision as the clear market leader, and it's estimated that the company sells more software-based licensing solutions than all its competitors combined. Macrovision FLEXnet, the world's first universal licensing platform, enables customers to easily price, package and protect their software. More than 3000 software publishers have shipped FLEXenabled™ software, and hundreds of Fortune 1000 companies use Macrovision technologies to

better manage their software licenses. The company holds over 700 copy protection, software licensing and DRM patents worldwide and has been ranked by Business 2.0 as one of the top 100 Tech Companies for two consecutive years. Headquartered in Santa Clara, California, Macrovision has international offices in London, Frankfurt, Tel Aviv, Tokyo, Taipei, Hong Kong and Seoul. More information about the Macrovision can be found at www.macrovision.com.

This press release may contain “forward-looking” statements as that term is defined in the Private Securities Litigation Reform Act of 1995. A number of factors could cause Macrovision’s actual results to differ from anticipated results expressed in such forward-looking statements. Such factors are addressed in Macrovision’s filings with the Securities and Exchange Commission (available at www.sec.gov). Macrovision assumes no obligation to update any forward-looking statements.

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