



On Tuesday, March 21, the seminar participants visited Cinram's Alsdorf, Germany manufacturing plant. The participants toured the production, distribution and printing facilities.

Cinram is one of the World's largest manufacturers of pre-recorded DVD, VHS Video Cassette, CD-Audio, CD-ROM, and Audio Cassette. They provide state-of-the-art supply chain solutions for the Motion Picture, Music, and Software Industries.

Isidore Philosophie and Samuel Sokoloff founded Cinram in 1969 as a contract manufacturer of prerecorded eight-track cartridges and cassettes. In its 36-year history, Cinram has evolved with changes in technology and consumer preferences to manufacture successive generations of pre-recorded media formats including: eight-track tapes, vinyl records, audio cassettes, CDs, CD-ROMs, VHS video cassettes and DVDs.

Today, Cinram, the world's largest independent provider of pre-recorded multimedia products and related logistics services, has the capacity to manufacture 1.77 billion DVDs per year. Its major customers include Warner Home Video, Warner Music Group, New Line Home Entertainment, Twentieth Century Fox Home Entertainment (Fox), Metro-Goldwyn-Mayer Home Entertainment (MGM), Artisan Entertainment/Lions Gate, Alliance Atlantis and EMI Group plc (EMI).

Cinram's German manufacturing plant in Alsdorf performs the following functions:

- Authoring
- Manufacturing
- Component Printing
- Logistics
- Distribution

In 2005, the Alsdorf facility manufactured 238,106,000 DVDs and 106,396,000 CDs.

Website: <http://www.cinram.com/>