



# Mediasoft Integration Pte Ltd

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**Initiate - Innovate - Integrate**

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## PRESS RELEASE

21<sup>th</sup> February 2006

For the year 2007, Mediasoft Integration has pioneered ground-breaking anti-piracy measures. Being one of the few development and marketing companies in Singapore, our total working, solutions-based offerings for customers has build new initiatives that allows for (usually) multi-input system for legitimacy confirmations. The company is introducing it's new MIC system, or Mediasoft Integration Certification. This web-based system requires users to authorize the products for support in Singapore, it also provides suppliers with critical information to monitor product progress in the local market, the extent of the use of genuine software and the technical makedos that usually hinder technical support situations.

Said CEO, Mr. J. S. Dubey, "While Piracy remains one of the most detrimental component of, what we term Networked Constructs here in MI. This is due to its span and usage. This component, while a little positive for certain products from a marketing point of view due to them developing more following and becoming community magnets, causes more harm than good as companies lose a lot of revenue. Our attempt of using the MIC process is to control this phenomenon and limit it's applicability in our territories. The Business users relying on Piracy for productivity are some of the user-base we aim to target and eliminate." The CEO was clearly determined in eliminating the problem permanently as the process of piracy now carries a jail term in the country of Singapore, corporate headquarters for Mediasoft Integration.

He added, "Being realistic, we understand that Piracy remains in the fabric of technology and media of the Asian market, our focus is primarily on products that require quantified after-sales support and this is where MIC will play a big part in."

He also noted that all participating suppliers will receive their MIC kit and information soon. We also encourage other suppliers to register as soon as possible.

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