



IDC Israel is incorporating NetIS™ into its Internet services

[TEL AVIV – July 12, 2004] IDC Israel, the local branch of the global market intelligence and advisory firm IDC, today announced the launch of a new Internet based service that incorporates NetIS™ – the online publishing and Digital Rights Management (DRM) technology developed by C.D.I. Systems.

The new service will allow IDC customers to access and use the company's market research reports according to a number of pay-per-view models. First, a quick look at the contents allows the customer to verify that the report is indeed appropriate to his needs. Then, he may select one of a variety of purchasing possibilities: a time-limited subscription giving the right to view the report for a particular time period (measured in minutes, hours or days); a per-function subscription (e.g., the right to view a report without the concurrent ability to save or print); or a per-access subscription allowing him a certain number of accesses in the reports database. Of course, under the new service, the customer can also purchase any report in its entirety.

According to C.D.I. System's General Manager Itzhak Levit, "Digital Rights Management means protection for the publisher – the user can carry out only those functions for which he is authorized, according to rules defined by the content owner. Our technology breaks through the old-fashioned, subscription-based sales paradigm – the 'All or nothing' approach that has over the years become a major barrier to purchasing premium content on-line. Our system is built on the "teaser" model – a simple and well-known sales promotion method that basically boils down to 'Try before you Buy'."

IDC Israel's General Manager Nisso Cohen adds: "The recent revitalization of the local economy means that many companies – both big and small – are in need of technology-based market information. In order to provide service to smaller companies – companies that rarely have big budgets for market research – as well as larger firms in need of specific information on a one-time basis, we decided to offer this new service with the cooperation of C.D.I. Systems."



According to Cohen, "C.D.I. System's NetIS™ technology ensures that registered users get immediate access to market reports generated by IDC, while managing the purchase of content and protecting IDC's ownership rights. It allows us to present our market reports to the public without any fear of electronic theft. Moreover, while the cost of purchasing entire reports might be high for the average customer, the new system allows us to offer a wide variety of sales models. With the system's remote access capabilities, we can also adjust the range of products, as well as redefine purchasing and pricing policies at any time."

About C.D.I. Systems (<http://www.cdissys.com>)

Founded twelve years ago by attorney Hillel Ashkenazy, C.D.I. Systems was part of the electronic information revolution, developing a line of legal databases. Today, the company's products Takdin, Takdinet, and Palmdinet together represent Israel's largest professional database of legal rulings and legislation, and have become indispensable tools for the entire legal community.

The electronic publishing technology developed by C.D.I. Systems has formed the basis of dozens of databases in Israel and abroad. C.D.I. Systems clients include Dun and Bradstreet, Ronen-Missim Tax and Economic Directory and the Bibliography of the Hebrew Book, as well as Macmillan academic databases, educational databases, encyclopedias, archives, newspapers, and more. The company is highly active in Western Europe, where it employs a team of professional integrators who specialize in reselling and deploying C.D.I. Systems online publishing technology in a range of products and services.

About IDC Israel (<http://www.idc.co.il>)

IDC is the world's premier company for market research in the field of high technology, concentrating on the computer, information technology and telecommunications industries. Providing market information and analysis to manufacturers, distributors, investors and advisors, IDC research plays a central role in technological and business development, marketing and distribution. Numbered among IDC's clients are all the leading technology companies in Israel, as well as the most influential investment banks, Venture Capital firms and foundations.



Every year, IDC's 700 analysts produce thousands of market reports, overviews, analyses and forecasts, in hundreds of research areas. The data provided by IDC covers the activities of the leading companies – including dozens of Israeli firms – and analyzes their chances for success. With 43 branches worldwide, IDC provides the widest global coverage of any market research institution.

IDC Israel is the only local market research company that produces in-depth annual reports on hardware, software, telecommunications and Internet markets in Israel. IDC clients all over the world read these reports, and use them to evaluate and analyze activity in the Israeli market.