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Interviews & News!

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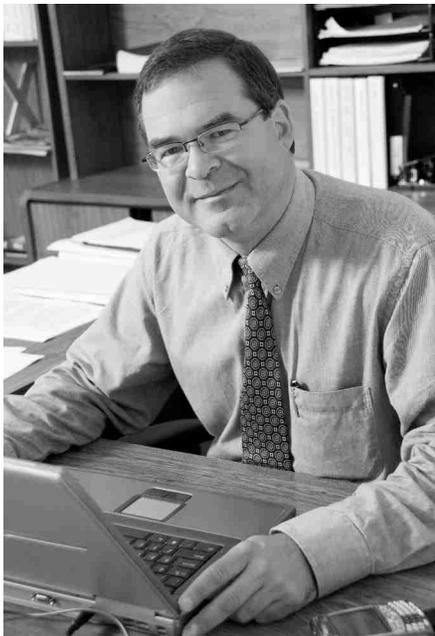
D-BOX Is Working With The Major Players In The Entertainment Industry To Make Sure That D-Box Motion Code™ Technology That Adds Motion To Motion Pictures And Games Will Be The Next Worldwide Feature In That Industry

D-BOX

**Technology
Motion Systems
(DBO.A-TSXV)**

D-BOX Technologies Inc.

**2172, rue de la Province
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Phone: 450-442-3003**



**Claude Mc Master, BAA, Eng., M.Eng.
President and CEO**

BIO:

Claude McMaster, BAA, Eng., M.Eng. In September 2003, Claude joined D-Box Technologies Inc., a public traded company specializing in the development and marketing of motion simulators for home entertainment, as executive vice president

and chief financial officer. In August 2005, Claude was appointed president and chief executive officer of D-Box. Previously, he advised several dozen private and public companies on financing operations, strategic alliances, mergers, acquisitions and disinvestments. He also conducted a number of strategic studies for the development of major projects. In 2001-2002, he was vice-president, mergers and acquisitions, of Ernst & Young Financial Consulting Inc. Prior to that, for more than three years, Claude was an associate at Arthur Andersen, responsible for services in financing, mergers and acquisitions in the high-tech field in Quebec. In 1998, Arthur Andersen had acquired AVINGCO Consulting Group Inc., a company Claude founded four years earlier. For nearly four years, Claude also held the position of vice-president of a risk capital fund specializing in the financing of public companies.

Company Profile:

D-BOX Technologies designs and manufactures high-technology motion systems destined mainly for the entertainment industry. Its unique, patented technology uses motion codes specifically programmed for each film, TV program or video game, resulting in motion that is perfectly synchronized with on-screen action. By forming strong industry alliances, D-BOX's award-winning motion technology is creating a global standard in the entertainment world.

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**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. McMaster, how has D-BOX changed under your leadership?

Mr. McMaster: "When the board decided to offer me the position of president, we introduced a complete new strategy to develop the company. We have decided to work in partnership with the major players in the entertainment industry to make sure that D-BOX will be the next worldwide feature in that industry."

CEOCFO: How has that strategy been developing for you?

Mr. McMaster: "Very well. In the last two years, we have signed at least six major players. We have signed agreements with Twentieth Century Fox, Deluxe Digital Studios, Lionsgate, Hewlett Packard, Walt Disney Studios Home Entertainment and a huge car manufacturer to develop new products.. Those are the major players that we have signed up until now in order to accelerate the recognition and penetration of our motion technology worldwide. We put out a press release regarding the agreement we signed with Walt Disney Studios two weeks ago and recently with Lionsgate. A year ago, we have also signed with Twentieth Century FOX. These studios will embed our motion code technology mainly on their Blu-ray disk. Now when you are renting or buying Blu-ray disc to watch a movie, on the back of the package you have our logo near Dolby and DTS. Therefore, it is a great achievement for us and a good way to increase the brand awareness of D-BOX Motion Code™ Technology."

CEO CFO: What is the technology and how unique is it?

Mr. McMaster: "We are the only company who has developed a technology of motion, which is fully synchronize with the on-screen action and lets you feel what you see. It is like if you were in the middle of the action of a game or a movie. It is a third or fourth dimension. Instead of just having the audio and the video when you are watching a movie or playing a game, now you have the motion. The sophistication of our technology is the fact that the motion system is fully synchronized with the on-screen action.

The majority of other systems that exist in the home entertainment environment are based mainly on sound and generate only vibration. With our new D-BOX Motion Code™ that has been programmed by our kinetic artists, our motion system is fully synchronized with the on-screen action. If you have a racecar game, you will watch the scenery, you will play the game and feel like you are in a real car and you will move according to the texture of the road. It will give you an exact idea of what you would feel in real life when you are driving a car."

CEO CFO: What is the revenue model?

Mr. McMaster: "That is why it is so great to have convinced three studios up to now, to embed our technology, and we are working with others to have them onboard eventually. The revenue will come from the sales of our motion systems. It is quite particular at D-BOX because we are working on both sides of the equation, the software side (motion codes) and the hardware side (motion system). Mainly our revenue will come from the sales of the hardware part of our technology. If you want to benefit from our technology, you will need to have our motion system that is compatible with our motion code, embedded on Blu-ray discs. For us, having our logo on the new Blu-ray disk packages increases the credibility of our technology and

should help generate interest from the market for our motion system."

CEO CFO: Are you selling systems now?

Mr. McMaster: "Yes."

CEO CFO: How do you sell your systems?

Mr. McMaster: "Right now, it is sold through what we call custom installers, mainly in the United States and some in other countries. The custom installer is a private high-end electronic store where they sell and install high-end home theater systems. With the recognition of our

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- Claude Mc Master, BAA, Eng., M.Eng.

technology by Hollywood studios, they should include more and more D-Box Motion System in their offer to their customers."

CEO CFO: Do you have many installers that are incorporating your product on the hardware side?

Mr. McMaster: "On the hardware side we are marketed through the custom installers for the home theater installations, and for the gaming market it is mainly through our agreement with Hewlett Packard. The beauty of our technology is that the same technology can be used in the game environment or in the home

theater environment. However, the network is a little different. For the game aspect, we have an agreement with HP that will sell our technology through their Voodoo division, their high-end computer division. Therefore, for the home theater division, for now, it is through custom installers."

CEO CFO: What is the financial picture of the company?

Mr. McMaster: "We just completed a financial round of 11.5 millions six months ago.. The company has a unique technology and our challenge is to be profitable as soon as possible by being sure we have the right partners around us to achieve that."

CEO CFO: What do you see two or three years down the line?

Mr. McMaster: "To become the next worldwide standard feature in the entertainment industry; as Dolby is for surround sound, D-BOX will be for motion. Hopefully D-BOX will be the next feature that you should have if you want to benefit from the ultimate immersive experience when you are playing a game or watching a movie. That is why it is so important for us to have the best worldwide partners to make that happen."

CEO CFO: Does the public know that they want this or do they have to be convinced that motion is an important part of the viewing experience?

Mr. McMaster: "That is the challenge for any new technology; we have to let people know the benefit of this new feature. Remember it was the same when electronic companies have introduced the first microwave or computer on the market."

CEO CFO: In closing, why should potential investors look at D-BOX now, and what might people miss when they look at the company?

Mr. McMaster: "You want to be part of the next worldwide standard. Do you

know one worldwide standard that is not profitable? Do you know one? I know that if you are a standard, usually you have a large market share and you have significant level of sales, and hopefully you are profitable. If you look at Dolby and other companies in the entertainment market,

computer market, software market, or electronic market, for the investor the challenge is to make sure they will be in to benefit from the potential growth of the company. We are working to establish our technology as the next standard; we already have some good serious partners

around us, so I think it is proven that this technology is a good one. Having Twentieth Century Fox, Lionsgate, and Walt Disney around us are great first steps. If I was an investor, I would like to be sure to be part of that beautiful venture and benefit from the future of the company.”

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