

11 March 2008

By: Filip Truta, Apple News Editor



A screenshot from the first Rambo movie  
guardian.co.uk

## [Lionsgate Brings Alba, Stallone on Your iPod](#)

*iTunes digital copy on DVD and Blu-ray thanks to Apple-Lionsgate deal*

Lionsgate, the most commercially-successful independent film and television distribution company in the States (as of 2007), has announced its collaboration with [Apple](#) to offer iTunes Digital Copies to customers who purchase select DVDs. The first Lionsgate DVDs to debut with **iTunes Digital Copy** are the special edition DVD and **Blu-ray** releases of "Rambo," and "The Eye." Just like movies purchased from the iTunes Store, an iTunes Digital Copy can be transferred to iTunes and then viewed on whatever one desires, whether it's their PC or Mac, iPod with video, iPhone, iPod touch or widescreen television with Apple TV. "Digital Copy for iTunes is a perfect example of how packaged media and new digital technology can work hand in hand for the benefit of our consumers," said Steve Beeks, President and co-Chief Operating Officer of Lionsgate. "Lionsgate is constantly identifying fresh opportunities to monetize its 12,000-title filmed entertainment library in an increasingly digital world and provide product that is at the very cutting edge of consumer taste." As you can imagine, you'll be required to enter a unique code (one code per DVD copy) in order to transfer it to iTunes. As soon as the process is complete, you can sync the movie with your iPod, iPhone or Apple TV. Keep in mind that your "unique code" will only allow digital transfer to one/your iTunes library, as macrumors.com notes. "Our consumers are always looking for new viewing options in terms of the motion pictures they buy, and we are always searching for new ways to deliver content in formats that reflect consumer preference across the entire home entertainment spectrum, from packaged media to digital storage to VOD," Beeks added. "Building on our longstanding partnership with Apple, Digital Copy for iTunes is yet another innovation designed to provide the consumer with added value while continuing to expand our range of home entertainment choices." "We're excited that Lionsgate is delivering so many of their great films on DVD and Blu-ray with an iTunes Digital Copy," said Eddy Cue, Apple's vice president of iTunes. "Now movie fans can easily transfer a copy of many Lionsgate films onto iTunes and bring it with them on their iPod or iPhone." Remember, the first Lionsgate DVDs to debut with iTunes Digital Copy will be the special edition DVD and Blu-ray releases of "Rambo," starring Sylvester Stallone, and "The Eye," a supernatural thriller starring Jessica Alba. "Rambo" is set to hit retailers in May 27, while "The Eye" will be released this summer.