

## Hollywood Teams Up with Storage Makers

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As DVD and Blu-Ray disk sales continue dropping and services of the Ultraviolet variety come and go, Hollywood now looks at storage makers Western Digital and SanDisk for new anti-piracy initiatives.



Warner Bros. 20th Century Fox, SanDisk and Western Digital are forming the Secure Content Storage Association (SCSA)-- a group aiming to "create and license solutions" allowing users to purchase (and play) HD movie files on HDDs, USB drives and SD cards.

"Project Phoenix" (working title) will allow users to organise, store and move HD media across multiple "SCSA-optimised" devices, with the UltraViolet standard (and other cloud-based services) providing further online backup.

The SCSA plans to sell content through online distribution services, physical media and kiosks in retail outlets, and hopes to have its solutions available for licensing later this year. But are digital films (and, by extension, customers) in need of even more DRM measures?

Go [SCSA Announcement \(Marketwatch\)](#)