



MDIA5100

ϰXi ghfm ϰhY fbg\jd

HYfa `H\fYY`##`&\$%-



GWcc`cZH Y`5ftg`UbX`A`YXJU`##`I`BGK`..5ftg`UbX`GcWJU`GWYbWg

7 ci fgY'Cj Yfj]Yk

'GHUZZ'7 cbhUW'i8YHU]`g`

'7cbj Ybcfg`

B Ua Y	9a U]`	5j U]UV]]m	@cWU]cb	D\cbY
9a a U'>UbY	Ya a U"UbY4 i bgk "YXi "Ui	6mUddc]bha Ybh	%%) ž'@Yj Y`%ž F cVYfh K YVghYf	

GWXcc`7 cbhUW'i bZcfa Uh]cb

Fcca " %&ž'Yj Y`" 'F cVYfhK YVghYf'6i]X]b[

D\cbY. f\$&Ł-' ,) '(,) *

9a U]: [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [\hfdg.#gUa "Ufmg"i bgk "YXi "Ui](#)

H\Y'GWXcc`cZhY'5fmg'UbX'A YX]U'k ci 'X`]_Y'hc'F YgdYWw'`m5W_bck 'YX[Y'hY'HfUX]h]cbU`7 i ghcX]Ubgž
hY'6YXY[U'fP Ybg]b[hcb'WJa di gŁž; UX][U'f7]mUbX'5fhi' '8Yg][b'7 Ua di gYgŁ'UbX'hY'B [i bbUk U`
dYcd'Y'fBi gLfU]Ub'8YZ'bvW': cfW'5WUXYa m]b'7 UbVYffUŁ'cZhY'UbXg'k \YfY YUW'WJa di g'cZI BGK 'jg
'cWU]hYX"

7ci fgY'8YHJ`g

7fYX]hDc]bhtg`*`

Gi a a UfmicZH\Y'7ci fgY

H\]g`Wci fgY'dfcj]XYg'mci `k]h`Ub`cddcfh b]hmi`rc`i bXYftU_Y`k`cf_!]bhY [fUH`X`YUfb]b [`UbX` [U]b`]bXi g`hfm
YI dYf]YbW`k]h`U`cg`hcf [Ub]gU]cb`WcgY`mfY`UH`X`hc`mci f`A Ug`h`fg`dfc [fUa "

5h`h`Y`YbX`cZH`Y`]bhYfbg\]d`mci `k]`dfcj]XY`U`gi a a Uhj`Y`fYdcfhcZmci f`YI dYf]YbW`g`UbX`k`cf_`YI Ua d`Yg
Wc`a d`Y`h`X`Xi f]b [`h`Y`]bhYfbg\]d`"

H\Y`]bhYfbg\]d`fYei]fYg`U`hc`U`Wc`a a]h`a`YbhcZ%\$!%) \$` \ci fg`cZk`cf_`k]h`U`cg`hcf [Ub]gU]cb`UbX`a Um
bcfa U`m`VY`hU`_Yb`]b`Z]fghcf`gY`Wc`bX`gYa`Yg`h`f`" `bhYfbg\]d`cddcfh b]h]Yg`UfY`UXj`Yfh]gYX`j]U`h`Y`G`W`cc`cZ
h`Y`5`f`h`g`UbX`A`YX]U` `bhYfbg\]d`B`Yk`g`Y`h`f`"5`h`fbUhj`Y`m`mci `a`Um`UddfcUW`U`fY`Yj`Ubhc`f [Ub]gU]cb`hc
Udd`m`Zc`f`Ub`]bhYfbg\]d`"D`f]c`f`hc`g`Y`Y`_]b [`Ub`]bhYfbg\]d`z`mci `g` \ci `X`U`h`bX`Ub`]bhYfbg\]d`]bZc`fa`U`h]cb
gYgg]cb`fi`b`Vm`h`Y`G`W`cc`cZ`h`Y`5`f`h`g`UbX`A`YX]U`"

9bfc`a`Ybh]g`Vm`Uddfcj U`cZH`Y`G`W`cc`z`Wc`bX]h]cbU`cb`Uddfcj U`cZ`Ub`]bhYfbg\]d`d`UW`a`Ybh`UbX`a`YY]b [
h`Y`Y`][]V`]hmfYei]fYa`Ybhtg`UVcj`Y`"

7ci fgY`@YUfb]b [`Ci hWc`a`Yg

%` \Uj`Y` [U]bYX`YI dYf]YbW`cZ]bXi g`h`f`m`d`f`c`W`g`g`Y`g`UbX`d`f`U`W`h`W`g
&` Udd`m`h`Yc`f`Y`h]W`W`Wc`b`W`d`h`g`UbX`d`f`U`W`h]W`g`_]g [U]bYX`]b`h`Y`d`f`c [fUa `hc`fYU`!k`cf`X`Wc`b`h`Y`h`g
'`" \Uj`Y`Yb`UbW`X`h`Y]f`W`d`U`W`h]m`Zc`f`]bXYdYbXYbhYb [U [Ya`Ybhk]h`]bXi g`h`f`m`d`f`c]XYfg

HYUW`]b [`G`h`f`U`h` []Yg`

H\]g`Wci fgY` \Ug`bc`Zc`fa`U`h`U`W`]b [`Wc`a`dcbYbh`"

8YHJ`g. `Gh XYbkg`k]``dfYgYbhU`gUa d`Y`cZ`fYdcfkg`cbZ`cf``]b_g`hc`cf][]bU`k cf_`i bXYftU_Yb#dfcXi WX

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

BchiUj U]UV`Y

F YWca a YbXYX`F Ygci fWg

H\Yfy`Ufy`bc`dfYgWf]VYX`fYgci fWg`Zcf`h\]g`Wci fgY`"

7ci fgY`9j U`i Uh]cb`UbX`8Yj Y`cda Ybh

K Y`fYgdcX`hc`ZYXVUW`fYWf]j YX`j]U`X]fYWhYa U]`hc`h`Y`7ci fgY`7cbj Ybcf`UbX`h`Y`K`@I`b]r`UbX`
]bZcfa Uh]cb`dfcj]XYX`]b`h`Y`gh`XYbhUbX`\cghZYXVUW`Zcfa`g`"

K Y`\cdY`mci`Yb`emimci`f]bhYfbg\]d`

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

Ʒmci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
H`Y`d`l`cb`Y`9I`H`f`b`U`Gi`ddcfh`cb`-`,`)``%`cf`Ya`U]`h`Ya`cb`YI`H`f`b`U`H`h`gi`ddcfh`4`i`bgk`"YXi`"Ui`"Gi`ddcfh`
`l`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`f`l`*)`XUmg`U`m`Y`Uf`l`"Ʒmci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`Xi`Y`hc`U`Z`U`h`k`]h`Hi`fb]hb`mc`i`a`Um`Udd`m`Z`f`Ub`YI`H`f`bg]cb`z`Vi`hmc`i`
a`i`gh`f`Y`h]b`mc`i`f`h]W`Y`h`bi`a`VY`f`Z`ca`9I`H`f`b`U`Gi`ddcfh`f`U`cb[`k`]h`Ub`mc`h`Y`f`f`Y`j`Ub`h`X`c`W`a`Y`b`h`g`l`hc`
]b`W`i`X`Y`U`g`Y`j`]X`Y`b`W`hc`gi`ddcfh`mc`i`f`YI`H`f`bg]cb`Udd`]W`h]cb"Ʒmci`Ya`U]`9I`H`f`b`U`Gi`ddcfh`mc`i`k`]`
Ui`h`ca`U`h]W`m`f`Y`W`j`Y`U`h]W`Y`h`bi`a`VY`f`z`Vi`h]Z`mci`H`Y`d`l`cb`Y`mc`i`k`]`b`Y`Y`X`hc`gd`Y`W`Z`W`m`U`g`_`Z`f`cb`Y`
Hi`fb]hb`U`gc`d`fc`j`]X`Y`g`i`d`X`U`H`g`i`cb`h`Y`j`f`g`m`g`h`Ya`g`h`U`h`g`i`cb`H`k`]h`Y`f`"

;`Yb`Y`f`U`m`z`Ugg`Y`gga`Y`bh`h`U`g`_`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`cb]W`m`j`]U`Y`]h`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][`ba`Y`bh`h`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`ch`id`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`X`i`cb`mc`i`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`
U`h`f`b`U`h]`Y`gi`Va`]gg]cb`X`Y`h]`g`"

:`cf`]b`Z`c`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`Ugg][`ba`Y`bh`g`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`g`h`X`Y`b`h`i`bgk`"YXi`"Ui`#`ack`!
gi`Va`]h`Ugg][`ba`Y`bh`a`cc`X`Y`"

5 WUXYa]W<c bYghmUbX 'D`U[]Uf]ga

D`U[]Uf]ga]g'i g]b['hY`k cfXg'cf]XYUg'cZchYfg'UbX'dfYgYbh]b['hYa`Ug'mci f'ck b" #WUb`hU`Y`a Ubm Zcfa gž Zca`XY]VYfUHY`WXYU]b['hc`UW]XYbU`mWcdm]b[Zca`U`gci fW`k]h`ci hUW_bck`YX[Ya`Ybh'

I BGK`[fci dg'd`U[]Uf]ga`]bhc`hY`Zc`ck]b[`WUHY`[cf]Yg.

7cdm]b[.`i g]b['hY`gUa`Y`cf`j`Yfmg]a`]Uf`k`cfXg`hc`hY`cf][]bU`hY`hcf`]XYU`k`]h`ci`hUW_bck`YX[]b['hY`gci`fW`cf`i`g]b['ei`chU]cb`a`Uf`g" `H`g`U`gc`Udd`Yg`hc`]a`U[Ygž`Uf`h`UbX`XYg][`b`dfc`YWgž`Ug`k`Y`Ug`dfYgYbU]cbg`k`YfY`gca`YcbY`dfYgYbhg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h`ci`hWYX]h'

#Uddfcdf]UHY`dUfUd`fUg]b[.`7`U`b[]b[`U`Zk`k`cfXg`UbX`d`fUgYg`k`Y`a`cghm`fYU]b]b['hY`cf][]bU`gfi`W`fY`UbX`#`f`dfc[`fYgg]cb`cZ]XYUg`cZ`hY`cf][]bU`Z`UbX`]bZcfa`U]cb`k`]h`ci`hUW_bck`YX[Ya`Ybh`H`g`U`gc`Udd`Yg`]b`dfYgYbU]cbg`k`YfY`gca`YcbY`dUfUd`fUgYg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h`ci`hWYX]h`UbX`hc`d]YW]b['hc[Y`hY`f`ei`chYg`UbX`d`UfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`k`]h`ci`hUddfcdf]UHY`fYZYfYbW]b["

7c`i`g]cb.`k`cf_]b[`k`]h`chYfg`Vi`hdUgg]b[`cZ`hY`k`cf_]`Ug`U`d`Yfgcb`g`]bX]j`]Xi`U`k`cf_]`7c`i`g]cb`U`gc`]bWi`XYg`dfcj`X]b[`mci`f`k`cf_]`hc`UbchYf`gh`XYbhVYZc`fY`hY`Xi`Y`XUHY`Zc`f`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[]Uf]g]b[`Uh`Ubm]h`a`Y`Z`dUm]b[`UbchYf`dYfgcb`hc`dYfZcfa`Ub`UWUXYa`]W]Ug`ž`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf_]`UbX`Wcdm]b[`]ž`cZ]f]b[`hc`Wca`d`Y`h`UbchYf`dYfgcb`g`k`cf_]`cf`gYY_]b[`dUma`YbhZc`f`Wca`d`Y]b[`UWUXYa`]Wk`cf_]`

#Uddfcdf]UHY`W]h]cb.`7`]b[`gci`fW`g`k`]W`U`j`Y`bchVYYb`fYUXžk`]h`ci`hUW_bck`YX[]b[`hY`"gYWcbXUfm`gci`fW`Zca`k`]W`_bck`YX[Y`cZ`hY`a`U`g`VYYb`cV]b]bYX"

8i`d`]W]h]cb`f`fY`Z`d`U[]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf_]`b`k`Y`cf_]b`d`Uf`ž`k`YfY`]h`Ug`d`fY`]ci`g`m`VYYb`dfYdUfYX`cf`gi`Va`]hYX`Zc`f`UbchYf`UggYgga`Ybhcf`Wci`fgY`U`hI`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`d`fUW]W]g.

- DUfUd`fUg]b[žgi`a`a`Uf]g]b[žYggUmk`f]h]b[`UbX`h`a`Y`a`UbU[Ya`Ybh
- 5ddfcdf]UHY`i`gY`cZ`UbX`U]h]f]Vi`h]cb`Zc`f`U`fU]b[Y`cZ`a`U`hY]f]U`g`]bWi`X]b[`hY`i`ž`]a`U[Ygž`Zcfa`i`UY`UbX`WcbW]drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`YghZca`h`Y`@`YUf]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`UhW]fYZ`h`a`Y`a`UbU[Ya`Ybh]g`Ub`]a`dcf]UbhdUf]h`cZ`gh`Xm`UbX`cbY`cZ`hY`]XYbh]Z]YX`W]i`gYg`cZ`d`U[]Uf]ga`]g`d`cc`f`h`a`Y`a`UbU[Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`i`gi`Z]W]Ybh]h`a`Y`Zc`f`YgYUfW`ž`XfU]h]b[`UbX`dfcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfYdUf]b[`U`UggYgga`Ybh]h`a`g"

I BGK`@]VfUfm`U`gc`U`g`hY`9@G9`hc`U`j`U]UV`Y`hc`Ugg]ghmci`k`]h`mci`f`gh`XmU`hI`BGK`"9@G9`]g`XYg][`bYX`hc`]b]h`c`Xi`W`bYk`g`h`XYbhg`hc`g`h`Xn]b[`U`hI`BGK`Vi`h]h`W]b`U`gc`VY`U`[`fYU`h`fY`Z]Yg`Y`f`Xi`f]b[`mci`f`gh`Xn'

7ca`d`Y]b[`hY`9@G9`h`hc]f]U`UbX`ei`]n`k`]YbUVY`mci`hc.

- UbU`mgY`hc`d]Wgž`d`Ub`fYg`d`cbgYg`UbX`cf[`Ub]gY`fYgYUfW`Zc`f`UWUXYa`]Wk`f]h]b[`UbX`chYf`UggYgga`Ybh]Ug_g`

