



MDIA2012

Dfca chjcbU`7 i `hi fYg

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HYfa `Hk c`##`&\$&\$

7ci fgY`Cj Yfj JYk

7ci fgY'8YHJ]`g

7fYX]hDc]bHg`*`

Gi a a UfmicZ\hY'7ci fgY

5hUbm[]j Yb'a ca Yblžcb'Ubm[]j Yb'XUnžk Y'UfY'VY]b['gc'X'gca Yh]b[" #ia UmVY'Ug]g]a d'Y'Ug'U'dfcXi W
cf'Ug'Wta d'YI 'Ug'Ub'Ybh]fY'k UmicZ']Z'""K Y'WU""h]g'hmdY'cZ'Wta a i b]WU]h]cb'fd'fca ch]cb'f'5bXž'[_Y']h'cf'bc'ž
]hg'h'rbXf]g'UfY'dfYgYbh]b'Yj YfmZUW'hcZci f'"]j Yg""C b'U' [fUbi' 'Uf'Yj Y'žhYgY'h'rbXf]g'a Um]bZi YbW'hY
Wch'Yg'k Y'k YUf'cf'hY'Yb'h'fU]ba Ybhk Yj]Yk ""C b'U'a cFY [fUbx'gW'Yždfca ch]cb']g'W'bfU' 'h'ci f
dc']h]Vg'UbX'ci f'Y'Wt'bc'a m'

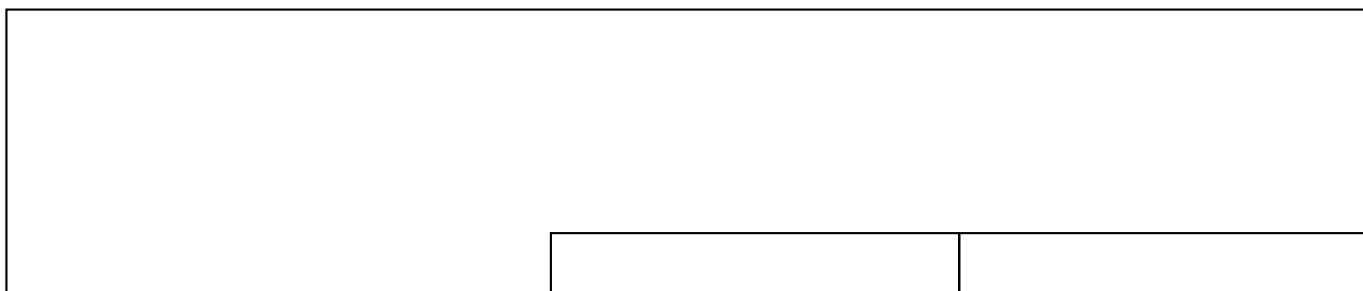
K Y'"]j Y]b'U'dfca ch]cbU'W'hi fY""H\]g'Wti fgY'k]""dfcj]XY'mci 'k]h'hY'\]g'h'fmUbX'h'Ycf]Yg'cZ\ck'h]g
W'hi fY'Wta Y'hc'VY""5bXžUg'hY'h'c'a cghg][b]ZUWbhUbX'YghUV']g\YX'Z]Y'Xg'k]h]b'dfca ch]cbž'di V']W
fY'U'h]cbg'UbX'UXj Yfh]g]b['k]""dfcj]XY'hY'žcW'g'žc'Xc]b['h]g'Gcžk \Y'h'Yf'mci 'd'Ub'hc'VY'U'dfUW]h]cbYfž'U
gW'c'Ufž'cf'g]a d'm'U'a cFY]b'žc'fa YX'W]h'nYbž'h]g'Wti fgY'cZ]Yfg]j]hU' _bck'YX[Y'cb'\ck'dfca ch]cbU'
Wta a i b]WU]h]cbg'cdYfU'h'UbX'h'Y'fYdYfW'gg]cbg'h'Ym\Uj Y'\UX'žc'f'ci f'gc'W]Y'm'

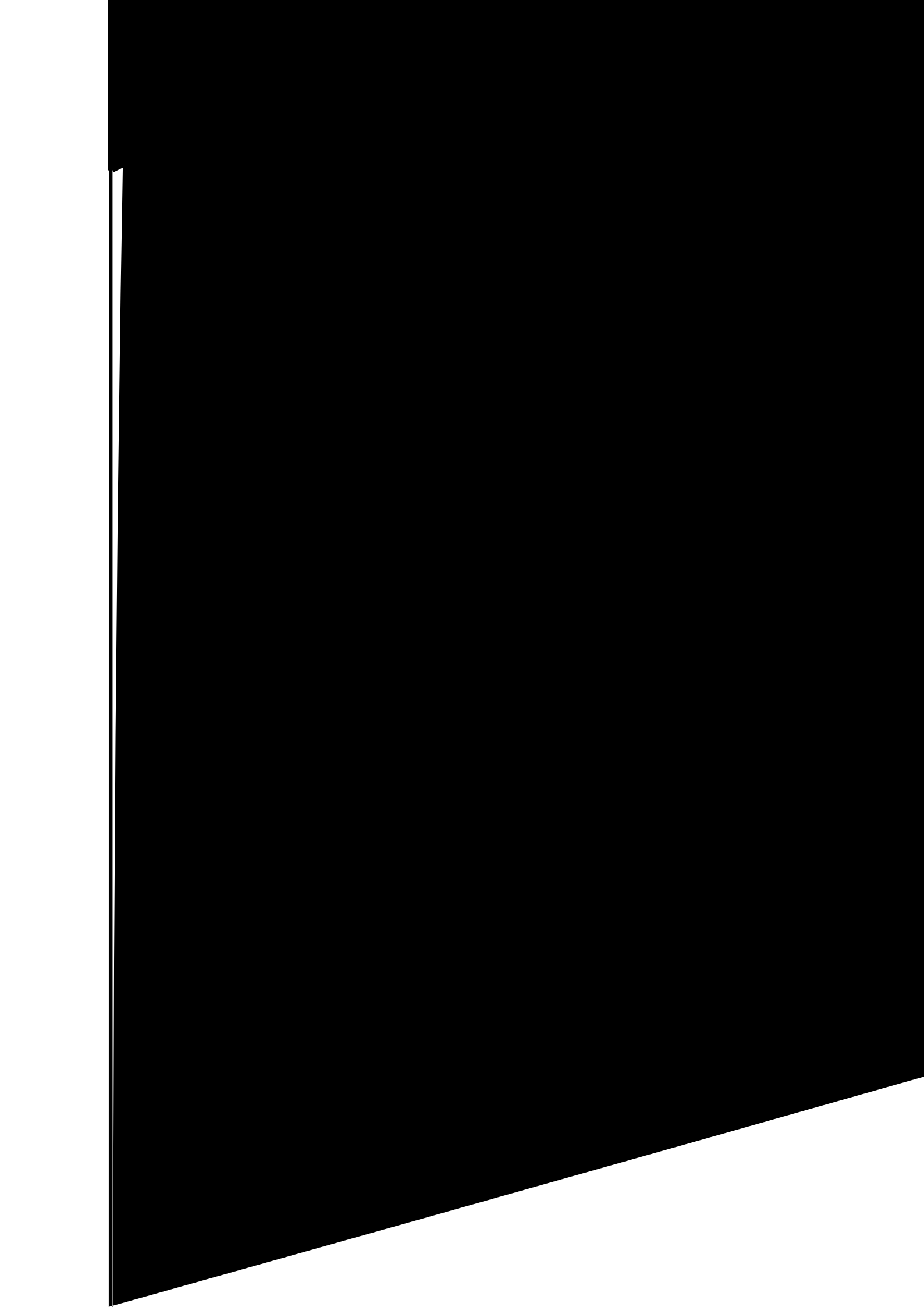
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% 5dd'm'Wt'bw'dhg'UbX'h'Ycf]Yg'cZdfca ch]cb'hc'W]h]W""m'UbU'ngY'dfca ch]cbU' 'h]i hg"
&" 8YgW]VY'UbX'X]gW'gg'h'Y'\]g'h'fmicZdfca ch]cbU'dfUW]W]g'UbX'h'Y]f'ja dUW'h'cb'gc'W]Y'm'
' " 7fUžiU'WYUfž'W]h]W'UbX'dYfgi Ug]j Y'Uf[i a Ybhk \]W\UXXfYggYg'h'Y'\]g'h'f]Yg'UbX'W'hi fYg'cZ
dfca ch]cb""

HYUW]b['GhfU'h[]Yg'

#h'fUW]j Yž'dUfh]W]dU'h'fmUbX'fYZYW]j Y'h'UW]b['UddfcUW]Yg'k]""VY'df]cf]h]nYX'U'cb['k]h'Wt'bw'dh'U'
Z]Ua Yk'cf_g'UbX'Udd'YX'a Y'h'cXg""H\YgY'h'UW]b['ghfU'h[]Yg'Yb'Wti fU[Y'gh'XYbh]g'hc']a a YfgY'h'Ya gY] Yg
]b'h'Y'\]g'h'fmUbX'W]h]W'UddfcUW]Yg'cZdi V']WfY'U'h]cbg'UbX'UXj Yfh]g]b[']b'c'fYf'hc'dfca ch'f'fYZYW]cb'UbX'
h'Y'Udd']WU]h]cb'cZ'h]g'a U'h'f]U']b'Vch'ž'hi fY'UW]XYa]WUbX']bXi gh'f'mdi fgi]hg""





F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

B #5

F YWca a YbXYX`F Ygci fWg

8Uj Jgž5Yfcb""&\$% ""Bda_ af[a` S^5g fgdW, FZWD[eWS` V EbdWSV aX3VhWdf[e] Ył BgT[U DWSf[a` eł
? Sd] Wf[Y S` V 4d` V[Yž7 Ua Vf]X[Y. Dc`]mDfYgg"

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

Gi Va]gg]cb 'cZ5ggYgga YbhiHUg_g

Hi fb]h]b 'Gi Va]gg]cb

≠mci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b['hc'gi Va]hirci f'Ugg][ba Ybhi'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'- ' ,) " ' ' %cf'Ya U] 'h'Ya 'cb'YI HYfbU'HY'hgi ddcfh i bgk "YXi "Ui "'Gi ddcfh

5 WUXYa]W< cbYgmiUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfU`h`V`X`Y`U`h]b[`hc`U`W`Y`X`Y`b`h`U`m`W`c`d`m]b[`Zca `U`gci f`W`k]h`ci h`U`W`b`c`k `Y`X[`Y`a `Y`b`h`

I B G K ` [fci dg`d`U[]Uf]ga `]b`hc`h`Y`Zc`ck]b[`W`U`h`Y` [cf]Yg.

7 cdm]b[.`i`g]b[`h`Y`g`U`a `Y`cf`j`Y`fmg]a]Uf`k`cfXg`hc`h`Y`cf][]b`U`h`Y`h`cf]X`Y`U`k]h`ci h`U`W`b`c`k `Y`X[]b[`h`Y`

5 WUXYa]W=Zcfa Uh]cb

: cf`YggYbh]U`gh XYbh]bZcfa Uh]cb`fY`Uh]b[`tc.

- fYei Ygh]Zc`f`YI H`bg]cb/
- `Uh`gi Va]gg]cbg[`i]XY`]bYg/
- fYj]Yk `cZa Uf_g/
- L B G K `<YU`h`UbX`GUZY`mdc`]WYg/

618343.1 s s

000TLE p Q 0 w 024duJ.00 u/cuJ Erorm -Jn relats/an

