Advanced Access Content System Licensing Administrator (US)

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"Advanced Access Content System Licensing Administrator (AACS LA) is developing the Advanced Access Content System, a specification for managing content stored on the next generation of prerecorded and recorded optical media for consumer use with PCs and CE devices. Advanced Access Content System will complement new innovations in the next-generation of optical discs, and enable consumers to enjoy next-generation content, including high-definition content."

From www.aacsla.com/what/overview, 11 April 2007