



MDIA5100

ⓧXi ghfm ⓧhY fbg\jd

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



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

7 ci fgY'Cj Yfj JYk

'GHUZZ'7 cbhUW'i8YHU]'g'

'7 cbj 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]hmitc`i bXYftU_Y`k cf_!]bhY [fUHXY`YUfb]b[`UbX`[U]b`]bXi gffm
YI dYf]YbW`k]h`U`cgchcf[Ub]gU]cb`WcgY`mfY`UHXY`hc`mci f`A UghYfg`dfc[fUa "

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

H\Y`]bhYfbg\]d`fYei]fYg`U`hcH`Wc`a a]h`a YbhcZ%\$!%) \$` \ci fg`cZk cf_`k]h`U`cgchcf[Ub]gU]cb`UbX`a Um
bcfa U`mVY`H`U`Yb`]b`Z]fghcf`gYWc`bX`gYa YghYf` " `bhYfbg\]d`cddcfh b]h]Yg`UfY`UXj`Yfh]gYX`j]U`H\Y`GWXcc`cZ
H\Y`5fhtg`UbX`A`YX]U` `bhYfbg\]d`B`Yk`g`YHfYf`"5`H`fbU]j`Y`mimci `a UmUddfcUWX`U`fY`Yj`Ubhcfc[Ub]gU]cb`hc
Udd`mZcf`Ub`]bhYfbg\]d`"D]f]cf`hc`gYY`_]b[`Ub`]bhYfbg\]d`z`mci `g`lci `X`U`H`Y`bX`Ub`]bhYfbg\]d`]bZcfa`U]cb
gYgg]cb`fi`b`VmH\Y`GWXcc`cZH\Y`5fhtg`UbX`A`YX]U`"

9bfc`a`Ybh]g`VmUddfcj`U`cZH\Y`GWXcc`z`Wc`bX`]h]cbU`cb`Uddfcj`U`cZUb`]bhYfbg\]d`d`UW`a`YbhUbX`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`gffmdfcW`ggYg`UbX`dfUW]W`g
&` Udd`mH`YcfY]W`Wc`bW`dhtg`UbX`dfUW]W`g`_]g`[U]bYX`]b`H\Y`dfc[fUa` `hc`fYU`!k`cfX`Wc`bH`I`htg
'`" \Uj`Y`Yb`UbW`X`H\Y`f`W]dUW]mZcf`]bXYdYbXYbhYb[U[Ya`Ybhk`]h`]bXi`gffmdfcj`]XYfg

HYUWX`]b[`GhfUH`[]Yg`

H\]g`Wci fgY` \Ug`bc`Zcfa`U`H`UWX`]b[`Wc`a`dcbYbh`"

8YHJ`g. `Gh XYbkg`k]``dfYgYbhU`gUa d`Y`cZ`fYdcfkg`cbž`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`fYgdcbX`hc`ZYXVUW`fYWf]j YX`j]U`X]fYW`iYa 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`HYa`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
HY`Yd`cbY`9I`HYfbU`Gi`ddcfhcb`-`,`)``%cf`Ya`U]`h`Ya`cb`YI`HYfbU`HY`hgi`ddcfh4`i`bgk`"YXi`"Ui`"Gi`ddcfh`
`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`fI`*)`XUmg`U`mY`UfL`"Ʒmci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhXi`Y`hc`U`ZUi`hik`]h`Hi`fb]hb`mci`a`Um`Udd`mi`Zcf`Ub`YI`HYbg]cb`z`Vi`hmc`i`
a`i`ghf`Y`h]b`mci`f`h]W`Y`hbi`a`VYf`Z`ca`9I`HYfbU`Gi`ddcfhU`cb[`k`]h`Ubmc`h`Yf`fY`Yj`Ubh`Xc`W`a`Yb`hg`L`hc`
]b`Wi`XY`Ug`Yj`]XYb`W`hc`gi`ddcfhmc`i`f`YI`HYbg]cb`Udd`]W`h]cb"Ʒmci`Ya`U]`9I`HYfbU`Gi`ddcfhmc`i`k`]`
Ui`hca`U`h]W`m`f`Y`W`]j`Y`U`h]W`Y`hbi`a`VYf`z`Vi`h]Zmci`HY`Yd`cbY`mci`k`]`b`YYX`hc`gd`Y`W`Z`W`m`Ug`_`Zcf`cbY`
Hi`fb]hb`U`gc`d`fcj`]XYg`i`d`XU`HY`g`cb`h`Y]f`gm`gh`Ya`g`h`U`h`g`cb`Hk`]h`Yf`"

;`Yb`Yf`U`m`z`Ugg`Ygga`Ybh`HUg_g`a`i`gh`VY`gi`Va`]h`YX`Y`Y`W`f`cb]W`m`j`]U`Y`]h`Yf`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][`ba`Ybh`h`b`]bg`h`Ub`W`g`k`Y`f`Y`h`l`g`]g`b`chid`cgg]V`Y`z`]h`k`]`VY`g`h`Y`X`cb`mci`f`Wci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`
U`h`Y`fb`U`h]`Y`gi`Va`]gg]cb`XY`h]`g"

:`cf`]b`Z`c`fa`U`h]cb`cb`\`ck`hc`gi`Va`]h`Ugg][`ba`Ybh`g`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`gh`XYbh`i`bgk`"YXi`"Ui`#`ack`!
gi`Va`]h`Ugg][`ba`Ybh`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'WXUhf]b['hc'UWV]XYbhU`mWčdm]b[Zca 'U'gci fW'k]h'ci hUW_bck 'YX[Ya Ybh'

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

7cdm]b[.i g]b['hY'gUa Y'cf'j Yfmg]a]Uf'k cfXg'hc'hY'cf][]bU`hYI 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 UfhUbX'XYg][b'dfc'YWgž Ug'k Y`'Ug dfYgYbhU]cbg'k \YfY'gca YcbY'dfYgYbhg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hW'YX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[.7 \Ub[]b['U'Z'k 'k cfXg'UbX'd\UgYg'k \]Y'a cghm'fYU]b]b['hY'cf][]bU'gfi W' fY'UbX'#f'dfc[fYgg]cb'cZ]XYUg'cZhY'cf][]bU'z'UbX']bZcfa U]cb'k]h'ci hUW_bck 'YX[Ya Ybh' 'H\]g'U'gc'Udd'Yg']b'dfYgYbhU]cbg'k \YfY'gca YcbY'dUfUd\fUgYg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hW'YX]h'UbX'hc d]Y]W]b['hc[Y'hYf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk 'k \c'Yžk]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'dYfgcb'g']bX]j]Xi U'k cf_"7c`i g]cb'U'gc]bWi XYg'dfcj]X]b['mci f'k cf_'hc'UbchYf'g'hi XYbhVYZc'fY'hY'Xi Y'XUHY'žcf'Zc'f'hY'di fdcgY'cZ'hYa d'U[]Uf]g]b['UhUbmi]a Yž'dUm]b['UbchYf'dYfgcb'hc'dYfZc'fa 'Ub'UWUXYa]W]Ug_ž'ghU']b['cf'UW'ei]f]b[UbchYf'dYfgcb'g'UWUXYa]Wk cf_'UbX'Wčdm]b[]ž'cZ]f]b['hc'Wč'a d'YH'UbchYf'dYfgcb'g'k cf_'cf'gYY_]b[dUma YbhZc'f'Wč'a d'Y]b['UWUXYa]Wk cf_"

#Uddfcdf]UHY'W]hU]cb.'7]b['gci fW'g'k \]W\Uj Y'bchVYYb'fYUXžk]h'ci hUW_bck 'YX[]b['hY'"gYWčbXUfm' gci fW'Zca 'k \]W_ bck 'YX[Y'cZ'hYa '\Ug'VYYb'cVhU]bYX"

8i d']WU]cb'f'gY'Z'd`U[]Uf]ga "Ł'gi Va]h]b['mci f'ck b'k cf_ž]b'k \c'Y'cf']b'dUf'žk \YfY']h\Ug'dfYj]ci g'm VYYb'dfYdUfYX'cf'gi Va]hYX'Zc'f'UbchYf'UggYgga Ybhcf'Wč'i fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7cffYW'fYZYfYbW]b['dfUW]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'cZUbX'Uhf]Vi h]cb'Zc'f'U'fUb[Y'cZa UHYf]U'g']bWi X]b['hYI hž]a U[Ygž Zc'fa i 'UY'UbX WčbW'drg"

#X]j]Xi U'Ugg]ghUbW']g'Uj U]UV'Y'cb'fYei YghZca 'H\Y'@Yf]b['7YbhY'f'f'hd.## k k "Wi bgk "YXi "Ui #"
Gh XYbhg'UfY'U'gc'fYa]bXYX'h.UhWfYZ 'h]a Y'a UbU[Ya Ybh]g'Ub]a dcfU]bhidUfhicZgh' XmiUbX'cbY'cZ'hY]XYbh]ZYX'Wli gYg'cZd'U[]Uf]ga]g'dccf'h]a Y'a UbU[Ya Ybh'Gh XYbhg'g'lc'i 'X'U'ck 'gi Z]W]Ybh]a Y'Zc'fYgYUfW'ž'XfU]h]b['UbX'dfcdYf'fYZYfYbW]b['cZgci fW'g']b'dfYdUf]b['U'UggYgga Ybh]h'a g"

I BGK '@]VfUfm'U'gc'\Ug'hY'9@€9'hc'Uj U]UV'Y'hc'Ugg]ghmci 'k]h'mci f'gh' XmiUhl BGK "'9@€9']g XYg][bYX'hc']b]fcXi W' bYk 'gh' XYbhg'hc'gh' Xn]b['Uhl BGK 'Vi h]h'WUb'U'gc'VY'U' [fYUhfYZYg\Yf'Xi f]b['mci f'gh' Xn'

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

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

