How to access the DLC Item "Blood Dragon Armor"

The Blood Dragon Armor is a set of armor that is received by having access to the Blood Dragon Armor in either Dragon Age: Origins or Mass Effect 2. You can verify that your account has these entitlements by going to http://social.bioware.com and checking under Profile > Your Registered Game Content (http://social.bioware.com/user_entitlements.php) when you are logged in to that account.

Once your account is entitled you can access The Blood Dragon Armor in the main game. Additionally, you can find more info on this and other unlockables at http://dragonage.bioware.com/da2/info/bonus_items/