

Games on n-CD sell longer!

Sony DADC,
Europe's optical media leader, is proud to introduce to you TDK's latest game success on the n-CD format!

Proof of success is TDK's n-CD title: Mercedes World Racing. Since the game's release, the n-CD Secure Web Link has been attracting over 10% of the purchasers. Even today, over one half year after the launch, customers are frequently using the secure web area, registering and downloading exciting features and exclusive racing cars. In this way, n-CD not only attracts customers through added value, but also increases a titles lifespan! As TDK Mediactive Managing Director Heiko Tom Felde puts it, n-CD is the ideal tool for getting to know customers, earning their loyalty and winning them over for new releases! In addition, n-CD creates cross selling opportunities and can be used to send product news to the gaming community.



TDK wins customers for the next n-CD title!

The success story continues. Due to the tremendous success of Mercedes World Racing, Sony DADC recently applied the exclusive n-CD concept to a second TDK game, Conan. Conan hit the stores in March and promises to stir the same excitement as its predecessor. With Conan, original disc owners can now go online, register and access premium n-CD content! This n-CD is even set up to access updated game versions which are reserved for users of originals only – users of copies miss out! But that's not all: TDK is now taking all its games to the n-CD level. Their third n-CD title, "Knights of the Temple", is coming with even more features, such as an exclusive video and bonus music!



Consumer loyalty, bonus content and marketing – What can n-CD do for you?

n-CD adds a unique identification number to every single disc, providing access to an exclusive web area which is reserved for users of originals. The premium site is a vehicle to reward users with promotions or cash-value benefits. In return, publishers like TDK receive cross-selling opportunities and qualified contact details of their end-consumers for a very low investment. For example, an n-CD disc can include a voucher a user can download and use for the next release of the same game. n-CD technology then ensures that each voucher can be used only once. N-CD's new one-to-one marketing dimension adds tremendous value to conventional optical media.

Upgrade your n-CD with SecuROM™ and you're with the leader in Copy Protection!

SecuROM™ by Sony DADC is the preferred copy protection for CD-ROM and DVD-ROM. 80% of the top 20 games publishers trust SecuROM™ copy protection, which is offered and supported worldwide. Vivendi Universal, Blizzard, Sierra, Atari, Take 2 Interactive, Lucas Arts, EIDOS, TDK, Konami, JoWood, Encore, and many more trust Sony DADC's SecuROM™. Go with the leader and play it safe.