

Greek Yellow Pages Upgraded with n-CD

Infote, publisher of the Yellow Pages in Greece, has just finalised the first n-CD contract with Sony DADC. Already Sony DADC customer and specialised on digital reference books, Infote is the first company from Greece to place an n-CD order. The contract covers replication, Secure Web Link and Postscribed ID™ technology.

Making the disc more attractive for users and obtaining important customer information are the main objectives in choosing n-CD, says Infote's marketing department. Infote, user of CD-ROM for previous Yellow Page versions, has decided on providing additional customer value by adding bonus music content and a voucher for additional products to the Secure Web Link. According to Infote, the n-CD concept is so winning that the benefits outweigh the investment by far, even though Greece is a very price-sensitive disc market.

The Greek company selected the promotional AB-CD size for their product. AB-CDs are 12 cm clear-coloured discs with a reflective layer covering the 8 cm inner area. Half of the order entails Yellow Pages of Athens, the other remaining Greece. Infote will be the first n-CD customer to receive the new format carrying the n-CD logo on its cover.