

Sony Music Germany Develops MaxiPlus Concept with n-CD Technology

MaxiPlus discs are maxi single CDs based on n-CD. MaxiPlus is an effort to stop the decline in maxi sales which have dropped by 50% since 1997. The concept is a cooperation between Sony DADC, Sony Music Germany, and ring tone provider Sonera Zed. This concept covers maxi releases which are sold in Germany, Austria and Switzerland. MaxiPlus titles are such as Natasha Thomas 'Save your kisses for me' or Anastacia's "Sick & Tired".

MaxiPlus discs contain 4 to 5 tracks and are sold for the same retail price as a regular maxi disc. What makes the disc so special are the free ring tones and bonus downloads, special features, such as lotteries, and exclusive artist images. The disc always connects users to the ring tone provider where the free-bee can be obtained. Only the n-CD's unique identification code, called PID, which is linked to the ring tone code (TAN) and automatically transferred to the provider, will ensure that the user can retrieve his one free ring tone via SMS or enjoy a one-time bonus track download. Sony DADC's n-CD is the only technology available to guarantee that only customers will receive their exclusive features. Users of copies miss out!

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