

Sony DADC

n-CD

*Identify your customers
and personalise your features*



MUSIC

n-CD – Your VIP-ticket to personalised bonus

n-CD – networked CD – is the advancement of a conventional CD. Developed by Sony DADC, this innovative one2one marketing solution opens up exciting new possibilities for your business.

Connecting an original CD directly with exclusive content on the internet, n-CD turns your disc into a powerful marketing tool – offering exclusive features to your customers and providing you with high quality consumer data. With n-CD you will take the incentive out of illegal copying! Your content will receive a unique value – reserved for users of originals only!

n-CD – rewards your customers

For the first time value can be added to a disc using Sony DADC's unique identification and marketing solution! Your customers will benefit from a new experience when buying a CD. Aside from the CD content they are granted access to premium online features via a Secure Web Link. This bonus will give the incentive to buy an original rather than to copy. Linked to original discs only, the n-CD solution detects copies trying to enter the premium area and denies their access.

n-CD – Dive into a great world of opportunities

Online bonus features via Secure Web Link

Exclusive bonus material or lotteries for your customers only! Let your customers receive rebates on tickets for upcoming concerts, grant them access to exclusive previews and merchandising. Reserved for customers only – users of copies miss out!

Increase and build customer loyalty

Build a loyalty program with n-CD! Let your customers collect bonus points for their purchases on your products which can be spent, e.g. in your online-shop. The data will then provide you a great basis for your direct marketing!

Customer data for your one2one marketing

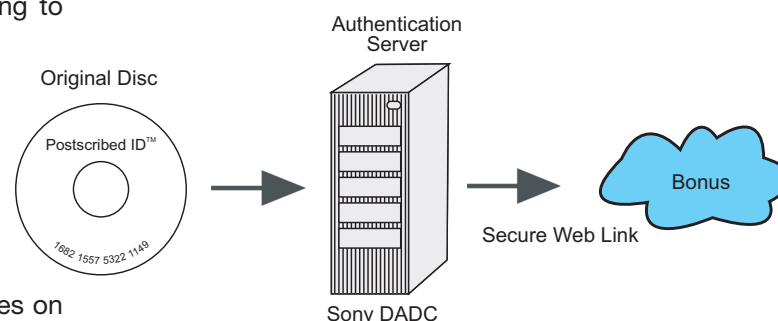
Get to know your customers with n-CD! You will receive valuable information through the online registration and can trace your customers' online behavior. Accurate consumer data and one2one marketing are reality with n-CD!

The solution that makes your bonus exclusive

The solution's core is the unique identification number (Postscribed ID™) and the Secure Web Link which directs the user automatically to a specific website. The ID number is added to each disc during the production and verified during an online authentication process.

After positive automatic authentication users may access the secure site, where bonus features are provided. Server hosting, set-up and web design may also be provided by Sony DADC.

Unlocking the world of bonus



n-CD offers variety

- CD-Audio
- 12 cm disc or 8 cm disc
- Copy control: key2audioXS™ for CD-Audio
- CRM database package
- Statistics on internet usage

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Solutions by **Sony DADC**