



SOFTWARE

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 existing, offline digital media directly with exclusive features on the internet, n-CD turns every CD into a powerful marketing tool and provides you with high quality consumer data.

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 features will receive a unique and long-living value! n-CD helps attract new customers and tie existing closer to your business.

Aside from the CD content they will be granted access to premium online features via a Secure Web Link. n-CD allows the consumer to interact instantaneously with your brand! They can consume, participate and are rewarded for loyal purchases similar to an airline's frequent flyer program.

n-CD – Dive into a great world of opportunities

Secure and automatic authentication online

There is no more need for manual entry of registration keys for consumer electronics or software shipped on n-CD. Registration is automatic and easy. No need for verification – saving you time and money!

Online Bonus Features via Secure Web Link

A secure concept to access exclusive bonus material or win a prize. Reserved for owners of originals only!

Increase customer loyalty and build one2one marketing programs

Build a loyalty program with n-CD. For every purchase of one of your products your customer will be collecting

bonus points to be used, e.g. in your online-shop. The data will then provide you a great basis for your one2one marketing!

Cross-selling will increase your revenue

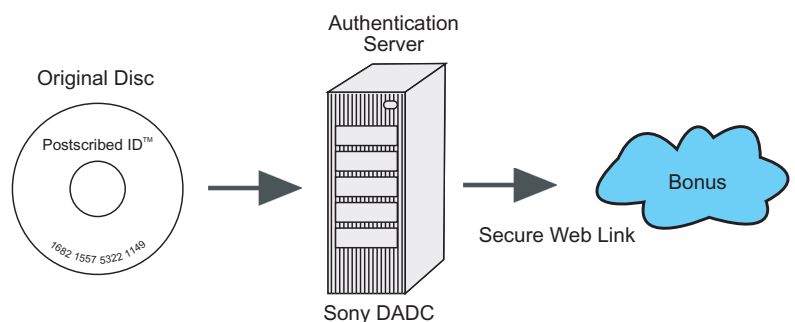
Promote your product with a new game or video on n-CD and implement your future 'try and buy' solution.

The technology 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 authentication users may access the secure site, where bonus content is provided. Server hosting and set-up may also be provided by Sony DADC.

Unlocking the world of bonus



n-CD offers variety

- CD-ROM
- 12 cm disc or 8 cm disc
- Copy control: SecuROM™ for CD-ROM
- CRM database package
- Statistics on internet usage
- Sales channel tracking