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Independiente applies innovative n-CD concept to latest Travis release

Travis on n-CD offers a unique and innovative combination of internet-based bonus features reserved only for users of originals and consumer tracking opportunities for the label

Salzburg, Austria, November 14, 2003 – Independiente has just released its first album on n-CD. Travis fans will now be enjoying the music of the British band on this new format. n-CD is an exclusive concept allowing Independiente to place premium content on top of a conventional Travis CD. Only owners of the original disc will be granted access to the bonus features via Internet. n-CD pairs the disc content with a secure web link, which is solely accessible via a unique identification number inscribed on the disc.

Independiente is focusing on getting the most out of n-CD by driving registration through the online page linked to the disc and keeping people involved with exciting features. The label is preparing for a lottery and the launch of the first single exclusively on the web-platform first before it hits the radio station, TV-channels and the retailers. “n-CD creates a win-win situation for labels and their customers,” says Martin Prieler, Product Manager at Sony DADC. “This revolutionary concept is the first solution in providing our fans additional value, which is exclusively reserved for owners of an original disc. Labels on the other hand have created a true incentive for purchasing a disc and can benefit from the tracking and security options.”

When a Travis listener inserts the n-CD in his drive and browses the secure link, valuable information on his online and purchasing preferences is generated by Independiente. The technology ensuring that only owners of an original Travis disc can access the area is called Postscribed ID™. This disc identification method connects the disc with the secure web link. The data is collected and can be used either as simple follow up via e-mail or SMS to communicate directly with the fan on an individual basis, replacing ordinary mail-in cards. With n-CD Independiente is relying on a powerful tool to use the data for upcoming offers and to tailor marketing campaigns to the customer.

With the n-CD solution Sony DADC has created a good reason for consumers to purchase discs instead of copying or downloading them. The n-CD answers the question: “Should I purchase a disc when I can copy or download it for free?” with a definite “yes”. Customers buying an original will receive more than

just the listening and entertainment experience advertised on the product's label. These customers will enjoy a great deal offering additional exclusivity and access to bonus' worth real cash. The customer is rewarded with a bundle of benefits unlike their counterparts who chose to copy. One disc means one identification number and one user taking advantage of the benefits via secure web link.

Sony DADC offers the n-CD in several combinations. The n-CD can consist of an audio or ROM session and allows the combination of both. Additional add-ons are copy control solutions. Key2audioXS™ copy control is designed specifically for the audio session and SecuROM™ offers leading protection against illegal copying of the CD-ROM session. The technology behind this exclusivity concept is Postscribed ID™ allowing the automated inscription of unique data on each disc after the discs have been manufactured. This procedure is integrated in the mass production process and the code is readable by any CD drive.

As the world's largest producer of pre-recorded optical discs, Sony DADC supplies a full line of high-quality products and services for the music business. Services include digital authoring, editing, copy control, graphic design, mastering, replication, packaging, distribution and fulfillment for CD-Audio, CD-ROM, DVD and Super Audio CD. For further questions, please contact Martin Prieler, n-CD Product Manager at Sony DADC at +43 (0) 6246-880-555 or via Email at n-CD@sonydadc.com and visit us at www.sonydadc.com.

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