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n-CD by Sony DADC - The exclusive ticket to James Dean and more

Movie-Pac includes n-CD, an innovative sales tool with unique and innovative technology for effective pre-selling and sales campaigns to target demographics.

Salzburg, Austria, February 8, 2005 – Tickets to the upcoming James Dean Festival in Marion, Indiana, are sold as Movie-Pac. Included is a promotional CD based on Sony DADC's innovative n-CD technology. n-CD is a flexible tool providing the ability to offer consumers the benefit of exclusive bonus materials located on the Web. Developed by Sony DADC, solution and technology provider for optical media, n-CD's core is a unique and invisible ID on the disc which ensures automated access to the special benefits once online.

Exclusive access to news updates on the James Dean event, unreleased James Dean footage, sweepstakes, promotional offers and coupons granting steep discounts – these are just a few examples of how the organizers of the James Dean Festival are creating a buzz prior to the event. Only consumers who have purchased an original Movie-Pac, which includes the n-CD disc, and have agreed on registering can access these benefits. The special content is found on the pre-defined James Dean Web site. n-CD's unique identification code located on each disc functions as an entry ticket which grants the user access and turns this tool into one of a kind.

"2005 marks the 50th Anniversary of James Dean's untimely death. We plan to commemorate his passing with a unique Event Tribute, to be staged at the James Dean Festival, in Marion, Indiana, June 3 - 5," says Brian Jamieson, Vice President for Special Projects/ International Marketing at Warner Home Video in Los Angeles. „There is no better way to honor James Dean's Motion Picture Legacy, than this. This important milestone presents a ‚Once In A Lifetime‘ opportunity for James Dean fans around the world, to come together to share this exciting and memorable experience. We are delighted that we could incorporate the innovative benefits of the n-CD technology, to put this 50th anniversary event on the global map."

The wide array of n-CD's consumer benefits accelerates the pre-sales process and multiplies awareness and excitement. n-CD additionally possesses the ability to generate usage data of online visits due to the ID. The number of visits per user, visits per channel, number of downloads, become transparent and are the ideal and significant source for businesses in evaluating the success of marketing programs.

The n-CD technology was designed to improve the return on investment for CD-based promotional campaigns by effectively reaching target groups and exploiting the full range of cross-promotional possibilities. By making data about online user habits available, n-CD provides businesses from the entertainment industry a new level of transparency in their marketing activities. Marketing success becomes traceable, turning decision-making on future programs an easy and justifiable task for marketing professionals.

“n-CD has a unique ability to determine consumer demands prior to our festival,” says Israel Baron, CEO of CDA Entertainment. “By gathering feedback on their online preferences through n-CD weeks before the event, we are able to closely determine our target audience’s interests and adjust program elements early on. This puts our visitors in the lead as they are presented an event that meets their expectations!”

n-CD projects are fully serviced by its provider Sony DADC. The customer relationship database is automatically set-up prior to every project and fully accessible by clients. Clients may also opt to integrate the online n-CD portion with its bonus features in a separate section of an existing Web site or have a new one developed. “We had total freedom of choice in determining the n-CD project details,” says Baron. Movie Pac is being distributed to retailers worldwide through Sony DADC’s distribution network.

The technology behind n-CD 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. One disc means one identification number and one user taking advantage of the benefits via the secured Web link. Offers are exclusively reserved for one n-CD identification number only.

As the world's largest solution and technology provider for optical media, Sony DADC supplies a full line of high-quality products and services to the entertainment industries. Services include digital authoring, editing, copy control, graphic design, mastering, replication, packaging, distribution and fulfilment for CD, DVD and PlayStation discs. For further questions, please contact Sony DADC at +43 (0) 6246-880-555 or via Email at sales@sonydadc.com and visit us at www.sonydadc.com.

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