

# SOUNDLINE SALES LOGIC

## ON SELLING ENHANCED AUDIO CD

### What is An Enhanced CD?

It's a normal audio CD in that it plays in the car, on a stereo system, a boom box, Discman, etc. These devices play only music, not CDROMs with data. They can read the disc as they are not smart devices like a computer. If you are old enough picture a 45RPM record, the needle starts along the outside edge of the record and lifts up when the music finishes and it hits the clean center portion. Now picture a CD ... the laser starts reading the CD from the center hole and continues to read/play until it reaches the last bit of data on the outer circle. It is there where the music ends. It is there where a special section of data can be added, but it can only be read by a smart machine – a computer. An audio player will not read the data, nor know it is there. This portion is the “enhanced” portion and it is called a CDPlus as well as other brand names.

### Does An Enhanced CD Cost More?

commercial (photography, art, editorial, design). Creative costs can only be given when you or the client know what they want in this section. In advertising it is called a “story board”. Once we know what is going into the section we can measure the costs from designer hours to writers, photos and art.

### Who Creates The Enhanced Portion?

Your client, you, or Soundline. It depends on your client's needs and your abilities. Most ad agencies who get involved want to do the creative. Most others ask you to do it and, in turn, us. From the concept, we show our progress every day. PDF and JPEGs are sent all along the development. Any mistakes are corrected immediately – any changes in direction by the client (known as AA's) are charged to the client.

### What Can Be In The Enhanced Portion?

Literally anything you have ever seen on a CDROM. Depending on space, there can be a complete software program or any of these ideas:

- Games
- Manuals
- PDFs
- High Resolution Images
- Catalogs
- Coupons
- Hotlinks to one or more sites
- Screen Saver
- Flash Presentations
- Power Point Slides

### How Does Somebody Know It's Enhanced?

We suggest it be “announced” on the printed covers and material. We also suggest that a special CDPLUS logo goes on the CD face to let the user know it is there.

When the CD is placed in the computer, it should be programmed with an auto-exec file that brings the user to a welcome screen. Either Soundline or the client can develop this “welcome window”. At that point, the client's logo and feel of the media are established. The user is then given one or more options –

“what would you like to do”? They can then download, link, play, visit or be told how to just listen to the music. This is a very important element in the CD.

### What About Production?

Manufacturing and printing is the same. The time bandit is getting the creative work together. For this type of project, depending on the client, we need to add several weeks up front.

### I'm Not A Geek

copy you and never talk \$\$\$ with your client.

### **FREE SPEC SAMPLE**

Use this valuable coupon to request a spec sample of aSoundline product. Simply attach this to your request along with a logo and any other graphic.

Soundline ASI88241 - UPIC 1SOUNDLN  
samples@soundline.com

### Key Benefits Of Music & CDs

- Music makes people feel good. Happy people are
- simply more productive and more likely to continue a relationship with you.
- Your target group will be impressed by your generosity thinking you spent more on them. Because the product has a high perceived value.
- The odds are tremendous that your CD is not the same as any other CD the target has. This means your product is going to be used and valued as opposed to "another" hat, mug etc.
- A CD is light and condensed. You can save money on distribution and fulfillment, hence leaving more to budget for the actual product.
- A CD can carry more than music. A CD be offered for enjoyment, but carry a potent yet sublime business message in a CDROM portion.
- CD packaging offers ample surface to present all the salient details of the product, event or service .

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### Advantages of Using Soundline

- Unlike our competition, we do not sell direct.
  - Soundline has complete in house printing, decorating and packaging facilities
  - Since 1986 Soundline has built this category of promotional products. Award winning service and creativity continue our leadership.
  - Soundline is a family business where every order is "taken home". We see the order through and guarantee satisfaction
  - Soundline is the creative leader bringing you the ideas and samples you need
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### GLOSSARY OF TECH TERMS

#### CD

The Compact Disc was developed by Philips and Sony, and was first implemented commercially for storing digital audio data (CD-Digital Audio). The CD is made up of a polycarbonate substrate, a thin reflective metallic layer (the mirror-like is aluminum), and a lacquer coating.

#### CD-Digital Audio

Philips and Sony developed the necessary technology for storing digital audio signals on a Compact Disc, and introduced the CD-Digital Audio (1982). CD-Digital Audio was implemented to hold about 72 minutes of audio data

#### CD-Recordable

CD-Recordable technology allows production of CD-ROMs on the desktop ('one-offs'). It requires a PC, a CD-R recorder or drive, appropriate software, and 'recordable' media. CDRs are pre-grooved, in 63 or 74 minute capacities.

#### CD-ROM

The Compact Disc-Read Only Memory is the standard 12cm CD formatted according to the ISO 9660. Although the physical characteristics and track structure of a CD-ROM are the same as that of CD-Audio, a CD-ROM is used to store computer data (text, graphics).

#### DVD

It is used to mean Digital Video Disc, Digital Versatile Disc, or just DVD compatible, and other features. DVDs physical specifications include double-layer and double-sided DVDs. This product must have a DVD reader either stand alone or within a computer. Mastering requires special equipment and handling

#### Enhanced-CD

A CD-Audio that includes data and/or graphics in Track 1--addressing most of the problems of the Mixed-mode disc. There are variations of the Enhanced CD (CD-Extra or CD-Plus, Hidden Track, etc.), Windows 95 and later editions support enhanced CD reading.

#### Glass Master

This product of the mastering process involves a large glass disc, duly prepared and coated with a recording layer. After recording, the glass master goes through a special chemical process and is then metallized. It is submitted to electroforming, to produce the metallic master--which is necessary for producing the stampers for the injection molding machines making a CD and related product

#### Hub

This is the area about the central hole of the optical disc-- it is also called clamping area..

#### Label

CD-ROM, and other optical discs, are usually labeled on the 'back' side. The label is usually silk screen in up to 5 colors but can be a pressure sensitive label if the quantity requirements are less than minimum.