

Now One Disc Has it All. One Disc. Two Experiences.

DualDisc™ is a new and exciting product which addresses trends in consumers' audio preferences. This two-in-one concept offers audio listeners more value by enriching their album experience and letting fans get closer to their favourite artists.

Two in one – Introducing CD and DVD on one disc

The DualDisc™ has both a CD and a DVD side allowing labels to create exciting audio, video and computer content – all on a single two-sided disc.

In addition to the CD album-side, the DVD side includes enhanced album audio and other features including music videos, artist interviews, behind-the-scenes footage, documentary films, photo galleries, lyrics, computer ready digital song files and Web links.

This allows labels and artists to offer their consumers a unique combination, turning their disc into an experience for eyes and ears.



CD side:

amazing music

DVD side:

entire album in superior sound,
great videos, computer
extras and Web links

The CD side:

- Complete audio album
- Standard Red Book compatible audio
- Maximum recording time of 60 minutes
- Plays on standard CD players and on PCs with CD drives

The DVD side:

- Includes the entire album in surround sound or enhanced audio, video content, and other features such as discography, photos, bonus audio tracks, lyrics, etc.
- Plays on all consumer DVD-Video players, game consoles and PCs with DVD drives
- Can be equipped with Sony DADC's ARccOS™ digital DVD-Video copy protection
- ROM portion for Web links or digital files to transfer to portable devices
- DVD 5 (4.7 GB)



DualDisc™ was designed to play on standard DVD and CD players. For easy identification, a small label on each side marks CD or DVD play.



Sony DADC proposes following consumer notice on the packaging:
This disc is intended to play on standard DVD and CD players. May not play on a limited number of models.

DualDisc™ benefits

- DVD-Video content adds value for consumers and generates increased revenue
- Meets explosive growth of the DVD format
- Flexible across devices – usage wherever desired: at home, in the car, on PC or game consoles
- Compatible with most existing CD and DVD hardware, making it a mass market product that doesn't require the purchase of new equipment
- Special and distinct DualDisc™ Duracase packaging with curved case and release button
- Consumer research reveals the high acceptance of the DualDisc™ concept, first successful titles in the United States
- Enhanced audio and surround sound available
- Supported product throughout the major music labels (EMI, Sony BMG Music Entertainment, UMG Recordings, Warner Music Group)

Note: DualDisc name and logo are licensed trademarks and their use requires adherence to the above product and content requirements. Sony DADC can assist in communicating these specifications.

Sony DADC: Your one-stop-shop partner for DualDisc™

- Digital audio and video authoring
- Mastering and replication
- ARccOS™ Copy Control technology
- Label and packaging design of the Duracase
- Distribution services include direct-to-retail
- Convenient online ordering, 24 hours a day, 7 days a week

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