



Midem 2009: arvato digital services presents new products and services for the audio industry



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Gütersloh, January 12, 2009 — At MIDEM 2009 in Cannes arvato digital services, one of the world's leading service providers, will present new products and services for the audio industry: CD X+, CD-On-Demand and the digital platform called mSource.

CD-On-Demand

Starting at MIDEM 2009, arvato digital services will introduce the on-demand manufacturing service. Many customers have a large back catalogue repertoire, which often can be re-issued only in small amounts. For them, the minimum volumes of traditional production processes are not always profitable. For these customers, arvato digital services now offers professional on-demand manufacturing.

This is a 'burning service' for small volumes of CDs and DVDs, including the production of digitally printed inlays and booklets. Data media, label printing and print products are of high quality. The 4/4-color printing is done with the utmost professionalism. It is possible to produce booklets up to 24 pages long.

mSource

With the 'mSource' solution, arvato digital services is offering all audio labels, distributors and publishers a convenient platform which will allow them to easily manage and archive their catalogue online and distribute products to partners for digital selling.

The benefits for the labels, distributors and publishers are obvious: they can concentrate fully on the management, marketing and release planning of their catalogs while the arvato digital services platform carries out all of the technical background processes such as encoding, packaging, interfaces to multiple online shops, distribution, etc. The content provider does not need to have the necessary technical know-how and resources in place in order to supply the online shops. The system has a convenient web interface, which makes it easy to use.

CD X+

For Midem 2009, arvato digital services is presenting CD X+, a completely new CD format for the audio industry. CD X+ combines the multimedia elements music, text, graphics, photo, video and Internet on one CD. The important thing is that this CD format is compatible with all standardized music players. In addition to the music titles, the CD X+ also contains an application that starts automatically when the CD is played on a PC. The heart of CD X+ is an audio player that is integrated on the disc. It can be used to play all the titles directly from the CD. It not only displays the names of the titles, it dynamically displays the texts of the songs, so users can read or sing along.

The variety of CD X+ functions can be experienced on conventional PCs: Any PC with an XP or Vista operating system and a standard sound card can run the application.

