

feel free

Add exclusive bonus content to increase the value of your original CD.

CD piracy and Internet file sharing have caused dramatic declines in album sales. In response, the music industry has turned to copy control solutions to protect their intellectual property. But these technologies alone won't bring consumers back to the record stores. Consumers need incentives to go out and buy music legitimately. key2audioXS™ makes it easy to add value to your CDs and give consumers the incentive they need, all via a secured platform.

Create a win-win situation for you and your customers.

Music labels can use key2audioXS™ to drive traffic to their Web site and open one-to-one marketing opportunities directly with consumers. It allows labels to offer value-added features, such as bonus content, artist information or discounted CD sales, exclusively to customers who purchase original discs. In other words, everybody wins: consumers get added value for their purchase and you get the consumers back in the record stores.

How does key2audioXS™ work?

Along with a sophisticated copy control solution key2audioXS™ offers user-friendly PC-playback with superior sound quality. key2audioXS™-protected discs play trouble-free on virtually all CD/DVD players and PC devices.

When the key2audioXS™ disc is inserted into the drive, an authentication process verifies the disc. If the disc is an original, it can be played back on the PC. In addition, an automatic Web link connects the user directly to a dedicated Web area (the artist's or, publisher's site, or the esquare4u.com portal) where the value-added bonus material of the corresponding disc is available for tethered download or streaming.

Via a system consisting of three well-established products – key2audio™, SecuROM™ and Sony proven Digital Rights Management technology, – key2audioXS™ prevents unauthorized usage, copying and distribution of online files. Only customers who have purchased an original key2audioXS™ disc have access to your bonus content.

Innovative and compelling benefits

Superior technology from the world's leading copy control provider:

key2audioXS™ incl. PC-playback

- Protects against unauthorized copying and ripping
- Best playability with CD/DVD players and PC devices for legitimate buyers
- User-friendly and secure PC playback
- High quality sound resolution for PC-playback (132 kbps)
- Personalized playlist and hard disk storage capability via Sony's MUSIC PLAYER

key2audioXS™ incl. PC-playback and Secure Web Access

- Original disc allows download or streaming of Bonus content via automated Web link
- Maximum protection due to a clone-proof 2nd Session
- Powerful marketing platform via Secure Web Access
- Flexibility to apply secure CD-Extra content

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Minimum System Requirements:

- Windows® 98 SE, ME, 2000, XP
- Pentium II or higher
- 64 MB RAM
- 50 MB free disk space
- Internet Explorer 5.0 or higher
- DirectX 8.0 or higher

- Windows is a registered trademark of Microsoft Corporation in the United States and/or other countries
- key2audioXS is a trademark of Sony DADC Austria AG

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