

## Advantages of the SHAPED CD

The SHAPED CD offers several advantages when compared to regular CD-ROMs and paper business cards. Here are some good reasons why you should consider incorporating it into your every day business, marketing and promotional activities.

**1) Direct Web Link** - The increasing number of Web sites on the Internet lower the possibility that your site will be seen at all. That's why a direct web link to your site makes so much sense. A key feature of the SHAPED CD is that it provides your target audience with a direct link to your site. Alternatively, you can place your site right on your SHAPED CD to ensure your prospects see your site even if they do not have access to the Internet.

**2) E-Commerce** - The SHAPED CD has the power to motivate your audience to visit your Web site; therefore, it's an excellent vehicle for E-commerce. You can enjoy more transactions and an improved bottom line.

**3) Novelty** - The sizes and shapes of SHAPED CDs are unique and attract a great deal of attention. They elicit a strong response from those who see them for the first time, usually ranging from curiosity to excitement. Even though CDs have been around for some time, the SHAPED CD is perceived as "new technology". This makes it the "hottest" marketing tool for some time to come.

**4) Convenience** - Unlike regular 120-mm diameter CDs, the smaller 80 x 58 mm SHAPED CD fits into pockets, wallets and purses just like a business card.

**5) Unlimited Applications** - The applications of the SHAPED CD are limited only by your imagination. Regardless of what type of product or service your company offers, the SHAPED CD will help you open doors and increase awareness.

**6) Extended Shelf Life** - Your target is much less likely to lose or discard a SHAPED CD since it represents new technology and links them to an enormous amount of information.

**7) Bigger Bang for Your Advertising Dollar** - Sometimes dollars spent on advertising (to maintain market share and win new customers) may fall short of optimistic projections. However, for a similar or even lower investment, the SHAPED CD may provide you with a vastly superior marketing tool. Its real advantage is; it allows your target to stay connected to as much information as you desire about your company, your products and your services.

**8) Informative and Entertaining** - A SHAPED CD can be the multi-media delivery system that presents your company in the best possible light. For instance, it can be designed with appealing, aesthetic surfaces and programmed to have dynamic interfaces. Moreover, large amounts of data can be presented in a clear, concise and informative way that is entertaining to the viewer.

**9) The Future of SHAPED CDs** - The SHAPED CD is here to stay and will eventually become as common as the regular business card in day-to-day business activities.

## Shaped CD Specifications

Cutting any CD will decrease the amount of data - music, audio, video MB of information etc. - that the disc can hold. We have a size guide to show how the size affects the amount of information that the disc can hold, or conversely, how the amount of information on the disc will affect the shape of the cut.

We recommend using the guidelines contained on the Custom Cutting CD Template. Duplium Corporation is not responsible for cutting through the silkscreen if the artwork on the disc is intentionally or accidentally run through the cut path. Please send email in Canada to [shapedcd@duplium.com](mailto:shapedcd@duplium.com) or in the United States to [shapedcd\\_us@duplium.com](mailto:shapedcd_us@duplium.com) with any questions.

Duplium offers several basic templates for SHAPED CD ROMs. There are no programming charges for Shaped CD ROMs that make use of the examples provided. Slight alterations to our standard templates are also welcome. However, an additional programming charge will apply.

- For custom SHAPED CDs that have a diameter greater than 80mm, they must have 3 points of the completed design that reach to the outer edge of a full size CD (120mm). For the optimal possibility of stable layability, these points should be as equal in distance as possible.
- Minimum internal corner radius is 0.031" +/- 0.047" is preferred.
- The border (silver area) between the artwork and the edges of the path SHAPED CD will be at least 2 mm.

Balance for a CD is critical, especially in newer high-speed drives. If the center of gravity is significantly off balance, the CD will rattle, and or may not function properly or at all. Duplium Corporation can analyze the artwork and offer suggestions as to placement of artwork, and the final appearance of the disc. This is highly recommended. Duplium Corporation assumes no responsibility for the operation of discs that are submitted without a prior artwork analysis.

Typical shaped CDs will not function in front-loading car CD players. Duplium Corporation assumes no responsibility for Non-Balanced CDs. If the center of gravity is significantly off balance, the CD may rattle, and or may function improperly, or may not function at all.

Refer to CD Screen Printing for Film & Printing Specifications