


# Expericard® CD Postcard

## With Unique Data-Driven Personalization

 Distributed in North America  
by OneDisc.com, Inc.

- Personalized Name and Address
- Personalized Presentation and Forms
- Personalized Disc Art



[ Play ]



## [ The Personalized Individual Disc ]

Each CD-ROM contains a small amount of data, uniquely different than the other CD's in the batch. This is achieved utilizing a proprietary factory process to physically modify a data track on each CD after replication. This embedded data can be used with or without a connection to an online database.

### [ Example Uses ]

Offline – all "local" on a PC

- Personalized Presentations
- Pre-determined starting point based on variable data, such as automobile make and model
- Depth of presentation based on "Member Level"
- ID Code to "unlock" software
- RewardQuiz™ - to unlock content based on "simple" answers

Online – leverage the Internet

- ID/Member key to download and unlock content
- Subscriber ID/"Key" to access web content
- Registration ID such as appliance serial number
- Campaign ID to drive a data based presentation or course materials
- Sales channel tracking such as Representative/Agent ID for commissions and referrals
- Loyalty reward programs

### [ The Network Connected Disc ]

