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# VCDHD™ gains momentum in the market!

Replicators are discovering the marketing value of the single layer 4.7GB disc.

More and more replicators are discovering the marketing value of the single layer 0,6mm substrate. The geometric and physical characteristics of the VCDHD makes the disc very suitable for **cover mount** purposes.

Free discs on magazines and newspapers are normally produced in high volumes and against strict deadlines. VCDHD is the ideal format for such production as it can be manufactured very quickly on single moulding machines; optimising the use of machinery and saving material makes the format **very profitable** for the manufacturer.



Apart from continually striving to improve existing formats and further develop new format such as HD-DVD and Blu-ray, Axxicon welcomes initiatives like the one from TRIX bringing the VCDHD format to the market. VCDHD stands for Versatile Compact Disc High Density.

"We are pleased to be the developing partner for this proprietary mould"

says Alfred Evers, CEO, Axxicon.

The VCDHD format is based on the proven ST-type mould and will be equipped with **Quick Connectors** for easy and fast exchange with CD moulds. If required it is quick and easy to change the mould to keep replication lines flexible to both formats.



SK Compact Disc GmbH  
**Timo Manke – Sales Director**

"We recognized the potential of the VCDHD immediately when it was introduced to us by TRIX at the beginning of this year". As an early adaptor we were sceptical about the performance of the disc. SK-CD is innovative and open to new ideas but can not afford to jeopardize a good reputation in the market. TRIX being convinced about the playability of the new format accepted the challenge to have the disc thoroughly tested by TÜV, the famous German independent technical institute. A series of relevant tests were



performed on 20 popular commercially available drives and players in German market. **TÜV certified** the VCDHD with a playability of 100%... convincing enough for us. Two new VCDHD replication lines were purchased from M2 Engineering for the project. Also one of the Guann Way Offset printers has been modified to handle the thin disc. Special magnetic disc printing tables allow quick changeover times."

"SK-Compact Disc is ready to take your orders, VCDHD manufacturing is READY!!"

## RE-SELLERS

Although we want to believe that good products sell itself, we know better. Do you consider yourself the re-seller TRIX needs? Contact us.

**BE PART OF THE SUCCESS!!**

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