

Postscribed ID™

Unique ID's for pressed CD-ROMs

Postscribed ID™

The new and unique disc identification solution opens up new dimensions for CD-ROMs.

With Postscribed ID™ disc publishers can, for the first time ever, add individual information to each disc after the stamping process is complete. This information can consist of serial numbers, registration codes, or even authentication codes that are readable by any PC drive! The range of applications is tremendous!

How can you and your customers benefit from this new solution?

Software publishers very often use registration keys for their software installation procedures. The manual input of this data is inconvenient for consumers and expensive for publishers, usually requiring expensive 'stickering' or additional paper inserts containing the unique data.

Postscribed ID™ eliminates the need for the manual entry of registration keys, saving consumers time and in many cases, saving publishers money.

What else do you get from PID?

- More protection of rights - through the prevention of double access (eg: online gaming)
- More direct marketing possibilities - by including lottery numbers for prize contests
- More security - by including authentication key codes for unlocking media content (eg: limited number of accesses per disc etc)
- More insight into consumer behaviour - through online identification of registered users
- More insight into advertising effectiveness - through covermount success tracking
- More sales progress tracking - through the measurement of registrations from software title sales
- Track or limit registration based on territory (eg: prevent US version of product being registered in Europe)
- Reduce piracy - remotely disable activation of product if excessive registrations appear from a wide IP range.

We have a 'technical tip' sheet available, with useful tips on how to make the best use of Postscribed ID for various applications.

Please request a copy from plexus@digital-solutions.co.uk

How does it work?

The Postscribed ID™ consists of additional information inscribed onto each disc by a special laser after the stamping process is complete. This information is limited to a maximum length of 240 bytes.

The ID can be read from within your product or installer, using a DLL or static library, allowing any environment supporting DLL calls to access the PID information.

The PID data is NOT stored as a readable file on the disc, and is completely hidden to end users. This cuts out the risk of your serial numbers being shared online.

Can it be copied?

In its basic form, yes. Postscribed ID™ in itself is not a 'disc' protection. If somebody performs a disc copy, the serial number will be included on the copy, allowing you to trace the source of pirate or leaked copies.

However, if the content is distributed in file form, rather than as a CD image, then the PID data is not included, rendering the product 'invalid', as even when burning to a new CD, the PID data will not be readable from within your product. This reduces the risks from Peer-to-Peer file sharing. Postscribed ID™ can also be combined with n-CD, which offers the ability for online identification of an original or CD-R disc.

How we supply Plexus the ID's?

ID's need to be supplied in a CSV file, one ID per line, with approximately 20% excess to cover production issues. (A complete list of unused codes will be returned for your security).