



CD-ROM BUSINESS CARD FAQ

What exactly is a CD Business Card?

A CD Business Card is nothing more than a standard CD-ROM (or CD-R) in the shape of a business card. It is easily carried in a wallet, pocket, or purse and can be easily packaged for the distribution method of your choice. Creation of the cards can be accomplished through a number of means. The most popular method is to cut two sides a standard 180mb Mini-Disk. This creates a rounded rectangle with capacities dependent on the amount of disk removed when cutting the "flats" of the rectangle. The other method is molding a CD to the specific size desired.

How can it work?

Unlike LP records which play from the outside-in, CD's play from the inside-out. Therefore, the size or shape of the CD is not important as long as there is concentric data area available after the cut.

What exactly is a Shaped CD?

Shaped CD-ROM's are simply a full size or mini-disk which is milled down to a specific shape. The capacities of the cards are dependent on the shape chosen. After the cards have been made in a "full size" format and printed, they are aligned and through the use of a guide or a computerized cutting head, cut to the desired shape. This success of this format is heavily dependent on the balance of the design. Music is much more forgiving than data. When placing data on a shape CD, it is recommended that it be in a smaller format and consist of a balanced (concentric) shape. An example of this would be a square or sprocket.

How have CD Business Cards been used?

The uses to date are endless. Here is a list of those that come to mind. It is by no means all-inclusive. Business cards, e-brochure, website, product launch, resume, medical records, sweepstakes token, event ticket, music promo, music single, music demo, movie trailer, commercial, house tour, press kit, database, employee hand book, area guide, restaurant guide, trial software, full software, phone card, gift card, prepaid card, discount card, portfolio, slide show....

Is there a standard size?

There is only one semi standard size at this point for CD business cards and that applies to the "rounded rectangle" shaped cards. It is the dimension of 80mm which is the outer diameter of a standard mini-disk. If you open your CD tray, you will see a depression with a diameter of about 1/3 smaller than a standard CD-ROM. That is the location where mini disks are meant to play. The most common is the 50MB size. We offer capacities from 30MB to 180MB.

What kind of content can be placed on the cards?

Anything that can be placed on a CD-ROM, Floppy or ZIP disk can be placed on a CD-Card. If you have a video, it can be compressed and placed on a card. The same goes for a website. (See web based disks) If you want to install software, format the disk as you would any standard CD. Programs like Macromedia Flash, Director, acrobat files, Powerpoint files are the most popular software's and files used.

Can I put Powerpoint presentation on the cards?

A Powerpoint presentation can be placed on the cards along with a generic Powerpoint viewer. However, if you wish to use Powerpoint 2000, be warned that the viewer has not yet been updated and may not support the features that your require.

How do I put my website on a CD Card?

The simplest way to do this is to first make sure that your filenames are in the maximum 8-3 format to make your card as compatible as possible. Example: 1.htm up to 12345678.htm. Of course any legal character can be substituted for the numbers. Then use your preferred CD authoring software to add your content to your CD. Note that you can add images and files of any size because there is not any download time. It is kind of a dream web where everyone has a T-1 line.

(a T-1 is a high speed/capacity data/phone line)

Can I create my own video?

Yes. Video compression software is available from a number of manufacturers. Select the software based on your skill level, platform (MAC-PC), and budget. Some require special equipment. We do not endorse any particular brand. A visit to your favorite search engine will connect you with these products.

How can I get a program to auto-run?

An auto run consists of an autorun.inf file and an executable file (.exe). When a CD-ROM is inserted in a users drive, the windows operating system looks for the autorun.inf file. It then runs that file. That file (in most cases) points to an .exe file containing installation, playback, configuration, menu or other types of instructions. Programs are available on the web to help you create these.

What is a "Glass Master"

A glass master is a master CD that is used to create all copies of your data. It is required for CD-ROM Duplication. It consists of a glass disc which is burned with a laser to create the peaks and valleys that make a CD-ROM readable.

How can I create my own CD-ROM Business Cards using a CD burner?

First take a look at the tray of your CD burner. There is a slot where the reader scans the CD. It should not be wider than the height of the CD-R. There is a possibility that it could fall inside the drive. It is not a common occurrence but it does happen. As always, use this faq as a guide only and make that decision for yourself. Make sure that the recording speed matches the media! There are CD-R cards available in many capacities and speeds. 12x compatibility is not as common but is available. One note of caution. We would not recommend the use of any CD player or recorder in the vertical position (such as a desktop computer stood on its side). This is asking for trouble when it comes to CD-ROM Business Cards.

How do I create label (face graphic) artwork?

You have create artwork from a supplied shape template or create your own abstract shape. Graphics programs such as Adobe illustrator or Photoshop are the most common formats. Consult with us for specifications. If you are burning your own, we offer an excellent software/label kit on our website.

What is CYMK?

CMYK is a standard for four color printing. C = Cyan, M = Magenta, Y = Yellow, K = Black

What about CD-R labels?

This can be accomplished in a few ways. You can purchase CD card labels and print and apply them yourself, (the fastest and most economical) purchase printable cards and a dedicated CD-ROM Printer (thermal printing works best for most of these), or if you have the need, custom silk screen or offset printing is available for large quantities. We also offer an excellent software/label kit on our website.

Can Cyperceptions create our CD Business Cards?

Depending on the quantity required we can replicate your content on CD-ROM. Quantities under 500 are best done on a CD-R due to the set-up costs involved. We can also create your presentation utilizing the latest technologies and replicate in quantities from 500 to millions.