

## Opdicom Corporate Overview

Opdicom Pty Ltd is revolutionizing the management of optical discs and their content for home computing enthusiasts and businesses of all sizes.

By combining a software-based content and collection management platform called OpdiTracker with a new stackable hardware device called Disc Stakka, Opdicom has created a new computer peripheral category. This category pioneers the concept of "virtually online" storage, which is an innovative solution that provides online access to the content of CDs and DVDs that are stored physically offline.

### The opportunity

Today's businesses face the challenge of managing their ever-growing collections of CDs and DVDs plus the content stored on those discs.

By 2006, the worldwide installed base of 12cm optical discs is estimated at over 300B units. Today, shipments of optical discs are ~30B units annually including ~13B blank discs (mostly sold as spindle packs). 12cm optical media will likely remain the industry standard for many years to come, with rapidly increasing disc capacity (including next generation Blu-ray and HD-DVD) and broad adoption of the 12cm format in the computing and entertainment industries.

The key requirement for users in these industries is a storage solution that provides easy and productive collection and content management: that is, management of the physical disc as well as the data on the disc.

### The solution

Opdicom's range of products and technologies provides a complete set of tools for protecting optical discs and managing their content.

- **Disc Stakka CD & DVD Manager**

Each USB-powered Disc Stakka carousel holds up to 100 discs, and protects them against loss, theft and damage that can be caused by improper storage and handling. Built-in connectors allow you to stack units up to five high to create a tower that holds up to 500 discs without needing additional cables or desk space. If you require additional capacity, you can use powered USB hubs to create an array of over 500 units, and manage over 50,000 discs from a single computer.

- **OpdiTracker content management software**

The OpdiTracker software, database and search engine run on both Mac and Windows computers. OpdiTracker provides all of the tools you need to catalogue, manage, track and protect optical discs and their content. It can be run as a stand-alone application, or used to manage discs stored in Disc Stakka units. In its first year of operation, Opdicom sold in excess of 50,000 OpdiTracker software licenses worldwide, with registered customers in over 80 countries.

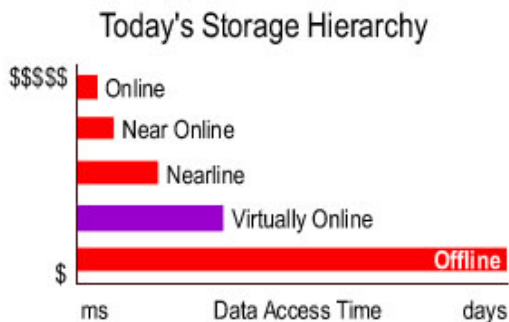
- **Software Developer's Kit (SDK)**

If your needs can't be met by the combined Disc Stakka and OpdiTracker solution, you can use Opdicom's SDK to develop your own "Opdi-enabled" application, designed specifically for your disc storage and management needs.



## Enhancing the storage hierarchy

Virtually online represents a new tier in the storage hierarchy, and is a solution for accessing CDs and DVDs that are stored physically offline—at a fraction of the cost of Nearline solutions.



You can browse the OpdiTracker database and drill down through disc, folder and file names “virtually online” in the same way as browsing folders and files stored on a computer or network drive. After locating a file, simply double-click it and the Disc Stakka automatically ejects the disc on which the file is stored. If you then insert the ejected disc into your computer’s drive, OpdiTracker automatically opens the selected file.

## Addressing business needs

Opdicom’s Disc Stakka and OpdiTracker are ideal for helping address the following:

- **Archive**  
A low-cost and convenient way to store and rapidly retrieve archived data. Built-in security features enable you to protect sensitive data.
- **Compliance**  
Regulations require that data be kept for longer periods of time, and be able to be retrieved within hours. Disc Stakka is an affordable, scalable solution that meets compliance needs.
- **Digital asset management**  
Securely catalogue and store large numbers of digital files and discs, which can later be easily retrieved within seconds.
- **ITIL**  
Software asset management and best practice in IT can be enhanced with physical disc management using the Disc Stakka solution.

## Creating custom solutions

Businesses that manage large numbers of CDs and DVDs every day often have unique requirements. Using Opdicom’s SDK, they can create custom applications and take advantage of Opdicom’s powerful content collection and management functionalities while addressing their own needs.

### Bigpond Movies

Bigpond Movies, Australia’s largest DVD mail order rental businesses, uses an Opdi-enabled application to manage their extensive library of DVDs stored in over 3000 Disc Stakka units, and to process millions of rental transactions each year.

### Broadcast Programming Center of Japan

This public library uses Disc Stakka units and an Opdi-enabled application as part of a tiered storage and retrieval system for archived television and radio programs.

## Opdicom partner offerings

Opdicom’s partners are helping to drive sales of “virtually online” solutions worldwide.

### Imation

In 2003, Opdicom signed its first global OEM distribution agreement with Imation Corporation for its bundled Disc Stakka and OpdiTracker solution. Through Imation, the Disc Stakka and OpdiTracker solution is now sold in over 80 countries. Find out more at [www.discstakka.com](http://www.discstakka.com)

### Microsoft

In 2005, Microsoft Opdi-enabled their MSDN and TechNet subscription indexes. Customers had requested an easy and effective way to manage their subscription discs. With this solution, they can automatically import subscription disc details into the OpdiTracker database, and then store their discs in Disc Stakka units.

## Find out more

Find out more about Opdicom’s products and technologies at [www.opdicom.com](http://www.opdicom.com)

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