



DDA bridges gap

WHEN we buy a CD in a store we not only get the music on the disc but also the liner notes, which often contain the lyrics, plus other photographs and artwork. We also get the actual case to display in our collections.

With the arrival of digital music, we still got the music but we missed out on those little extras like the liner notes and lyrics.

But a new digital music format to be launched next week is about to bridge the gap.

DDA is a new platform which, like a CD package, contains all the album's tracks across a number of digital formats, along with the



artwork, liner notes, lyrics and photos. And all of this is contained on a USB stick.

But what sets this apart from a CD is the online component that allows listeners to set up their own space within the D:Net Media System called myDDA. Once a new account is created, a user can create a back-up of all of their DDA content and access any of it from any computer with internet access. It's also possible to access their content via a mobile.

In this new virtual space, fans are also able to interact and socially network with like-minded people. Anyone who buys a DDA album owns the music on board, which can be downloaded to their computers. Content can be added to the iTunes music library and users can even burn their own CD copies of the album.

But each DDA, which is Mac and PC compatible, also comes with its own music player, track list builder and media transfer unit.

A DDA will cost the same as its CD equivalent. The first albums to be featured on DDA will be Sneaky Sound System's 2 and *Gurrumul* by Geoffrey Gurrumul Yunupingu.

www.DDA4me.com