

# Aussie music format bridges digital divide

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By ninemsn staff

**A home-grown music storage format that aims to bring a full-blown album experience to the digital age has gone on sale today at major retailers.**

The DDA format replaces CDs with a digital USB storage device that delivers album cover art, liner notes, credits, lyrics and photos, along with space for hundreds of songs.

But it also incorporates new media features, including forums, music news, videos, remote access to music libraries and social networking.

The device also interacts with devices such as Apple's i-Pod and can be accessed from mobile phones, according to its manufacturer.

Australian dance music stars Sneaky Sound System are among the first to release an album in the format, along with electronic act Grafton Primary and several others.

The USBs cost the same as a regular CD - each comes with an in-built media player and software that allows users to access the online features.

The device was created by music industry veteran Scott Murphy, who said he was frustrated by claims that music would soon be distributed exclusively through file transfer.

"Surely the internet could be used for closer, direct relationships between artists and consumers of their music," he said in a statement.

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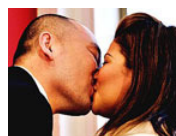
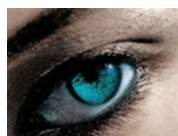
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