

News and Information

For Immediate Release

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ADVANCED COMMUNICATION DESIGN, INC. INTRODUCES “DIGITAL MARKING™” TECHNOLOGY.

This Patented Technology Offered On All Family Of *STAR*™ Systems

Minneapolis, MN (Date April 20, 2001) – ACD, the pacesetter of computer-based, distributed audio/video technology, announced today the release of new technology allowing *retail shoppers* to bookmark any product of interest (sampled) on ACD’s *STAR*™ systems. Referred to as Digital Marking™ (DM) this technology allows the retail shoppers to “mark” music CD(s), DVD videos, games, etc. while sampling a music CD or viewing DVD videos and games. DM is now an integral part of every ACD’s *STAR*™ system, backward compatible with 3rd generation.

DM provides powerful means for the retailer to track all “Bookmarks” made by shoppers and initiate a dialog with these shoppers to promote related product. Arrays of utility programs are available to keep track of pertinent usage statistics. ACD will offer this PATENTED technology ONLY to its retail customers.

About Advanced Communication Design, Inc.

Advanced Communication Design, Inc. (ACD) is a leading global developer and manufacturer of in-store interactive digital audio and video distribution systems. Founded in 1986, ACD is headquartered in Minneapolis, Minnesota.

In 1989, ACD became the *first* company ever to introduce computer-based music sampling systems giving shoppers the chance to sample hundreds of music selections before buying the CD or cassette. In 1995, ACD pioneered the *first* ever multi-user, high- capacity music sampling system with the use of scanning technology. Due to ACD's relentless pursuit of new designs, ACD achieved another *first* ever by introducing full motion, multi-station video system.

ACD continues to lead the marketplace offering the most advanced and reliable technology in the US, Europe, South Africa and Asia. Sony Music Entertainment (SME) has licensed ACD technology to be manufactured and distributed in Japan under the Sony name. For more information, visit the company's Website at <http://www.acdstar.com>.

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