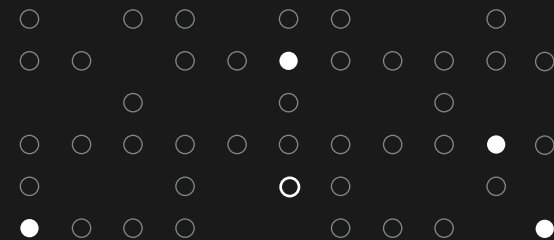


## CUSTOMER | CASE STUDY



## DISNEY ELECTRONICS

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company that extends the Disney brand to merchandise ranging from toys, apparel, and books to interactive games, food and beverages, electronics, and animation art. DCP's various lines of business include Disney Toys, Disney Softlines, Disney Hardlines, Disney Home, Disney Publishing, Baby Einstein, The Muppets Holding Co., and Buena Vista Games.

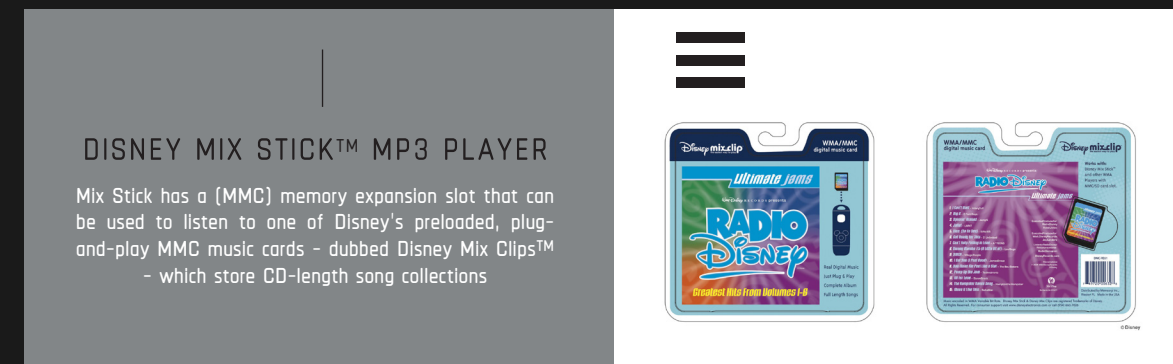
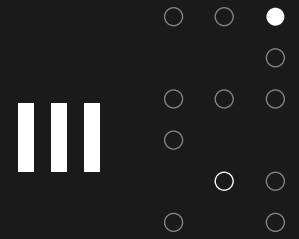


## CASE STUDY

### CORPORATE OBJECTIVES

Disney wanted an affordably priced, yet sophisticated, MP3 Player that provided:

- A low cost, high capacity, secure, and removable storage solution for high-quality, full-length music albums
- A simple, easy usage model for the 6-12 year-old "tween" demographic
- A revenue stream from accessory sales of pre-recorded music to complement its Mix Stick™ audio player



### SOLUTION

Disney has released "Mix Clip™" albums of pre-recorded music on Matrix 3-D Memory® MultiMediaCards (MMCs) for its new Disney Mix Stick MP3 Player. Matrix 3D memory (3DM) is tailored for pre-recorded publishing, offering a lower cost than flash memory and the fast time-to-market that publishers require in today's competitive retail world. Matrix 3DM digital storage cards provide Disney with:

- 01 A small, rugged form factor that would support the compact design (2.3"x1.7"x5.0") of its MP3 player and allow for low overall system cost
- 02 A low cost, high capacity, secure storage solution to support full length, high quality music albums
- 03 A simple and convenient "plug & play" usage model enabling Disney to capture new business and revenue opportunities from accessory sales of a variety of pre-recorded music titles
- 04 Flexible programming and quick turn-around times of high volume orders to achieve fast-time-to-market and reduce cost and complexity through improved inventory management. Matrix's memory is one-time field programmable, so content does not have to be programmed in during the manufacturing stage, allowing Disney to record based on demand.

### RESULTS

Disney is able to deliver a sophisticated, compact, digital media player for under \$50 for the first time. With Matrix 3DM-based Mix Clips, Disney is able to offer kids their favorite music albums in a digital format with "plug & play" convenience, without the hassle of using a CD or requiring computer downloads.

With four titles launched at release, Matrix 3DM-based Mix Clips deliver full length, CD-quality music of popular Disney albums for the price of a CD. Album titles include Radio Disney Ultimate Jams, Greatest Hits Volumes 1-6, and Disney Mania 3: Music Stars Sing Disney Their Way. The MMCs are compatible with other devices equipped with an MMC slot such as computers and cell phones, enabling kids to share and enjoy their music collections on demand across a variety of devices.