



SanDisk Banks on Stones Album

The memory card maker is launching a new line of products that come loaded with the rock group's latest album.

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The new Rolling Stones album will be released in a package the size of a fingernail.

The British band's latest album, *A Bigger Bang*, will be pre-loaded on flash memory cards made by SanDisk starting in November, the company said Tuesday.

The Sunnyvale, California-based company also unveiled a new security technology to restrict users from copying or sharing any content stored on a card. The move aims to ease music studios' and artists' worries about copyright infringement.

The Rolling Stones deal is the first for SanDisk to package music into its flash memory cards, which will be sold under the brand gruvi.

The music cards reflect SanDisk's aim to capitalize on the popularity of portable music players and online music stores. Although the company primarily makes and sells its memory cards directly to retailers, it also began making MP3 players last year.

SanDisk also plans to sell memory cards with built-in Yahoo software so that consumers can easily store and play songs from the Yahoo music store.

"SanDisk has been rocking the music world with portable music players and industry-leading memory cards," said Pedro Vargas, director of mobile entertainment at SanDisk.

The Rolling Stones music card will come with an adapter that allows consumers to play the music on a variety of portable devices, from laptops to cell phones. The hitch? The new cards will cost \$39.95 a pop, far more than the price of a typical CD. But of course, they will get storage to boot.

With the security technology called TrustedFlash, SanDisk will be able to restrict file-sharing according to requirements from content providers. With the Rolling Stones album, for example, the music card content cannot be copied. But SanDisk could program its other products so that the content could be transferred to other devices or copied, say, no more than three times.

SanDisk generated \$266.62 million in profit on \$1.8 billion in revenue in 2004. The company's shares rose \$0.08 to \$44.4 in aftermarket trading.

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