



SUCCESS... **driven!**

ORGANIZATION: AMAZON.COM &
CUSTOMFLIX

INDUSTRY: RETAIL – GLOBAL ON-
DEMAND MOVIE AND MUSIC TITLE
DUPLICATION

SOLUTION: 30 MICROTECH XPRESS
XP UNITS & SERVICE SUPPORT

*“Once the title is set up in our
system, we’re ready to start
selling CD and DVDs On-
Demand.”*

CustomFlix



ORGANIZATIONS

Amazon.com, Inc. is a public Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers the world’s largest selection of retail products and on-demand movies and music. Amazon and its affiliates operate multiple websites worldwide, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, and www.joyo.com.

CustomFlix Labs, Inc., a wholly owned subsidiary of Amazon.com, Inc., is the leader in the manufacture of on-demand services for independent and enterprise media content owners. CustomFlix was founded in 2002 with the mission of profitably connecting content owners to a worldwide audience. Today, CustomFlix offers professional digitization into the Future-Proof Archive service, as well as inventory-free physical media distribution via both CD and DVD On-Demand.

OVERVIEW

The concept behind CD and DVD On-Demand is simple: CustomFlix would duplicate large quantities of on-demand movie and music titles on CD and DVD discs to fulfill incoming end-user orders from Amazon and other on-demand distributors, enabling them to operate without a pre-built inventory. Distributors such as Amazon.com could then sell and rent movies and music for a fraction of the cost of traditional distribution, while maintaining unprecedented flexibility and control over their materials and process.

With CD and DVD On-Demand services, Amazon could literally make movies and music available to millions of customers by selling through their own CustomFlix E-Store, the Amazon retail program, or both.

SOLUTION

The process of producing and duplicating movie and music CDs and DVDs for the millions of distributor's customers was a tall order for CustomFlix -- one that required the installation and support for multiple CD and DVD publishing and duplication solutions that could handle the sheer volume. CustomFlix made the decision to work with Microtech Systems to install 30 Xpress XP units to produce the nearly 200,000 movie and music titles per week. The project required special engineering and service support from Microtech, as well as ongoing support to provide a "no-downtime" environment for CustomFlix and their distributors.



MICROTECH XPRESS XP SOLUTION

Microtech's Xpress XP is the perfect system for creating discs with unique content in a networked environment. With the highest throughput, fully scalable architecture, and network ready operation – Xpress XP is a disc publishing solution in a class by itself.

Each Xpress XP unit includes a 600-disc capacity robotic handler and integrated server PC for maximum throughput in a networked environment. Xpress XP is a scalable solution, using Microtech publishing software, or creating your own application with the API. A typical installation has one or multiple Xpress XP units publishing from your network in unison.

A COMPLETELY PROFESSIONAL END PRODUCT

Whether it's one DVD, a multi-disc set, a multi-case collection, or an entire catalogue, CustomFlix leverages Microtech solutions and service to produce a professional product using only the highest quality materials. "Once the title is set up in our system, we're ready to start selling CDs and DVDs On-Demand."

CONCLUSION

Together, Microtech and CustomFlix have established a strong partnership with the goal of providing On-Demand services to multiple distributors and end-users worldwide. The resulting Amazon.com Retail program enables CustomFlix to make thousands of movie and music titles, available On-Demand, to tens of millions of Amazon.com customers worldwide.

