

SERVING KENT, OTTAWA, MUSKEGON & ALLEGAN (GRAND RAPIDS MSA) AND NINE SURROUNDING WEST MICHIGAN COUNTIES.

Exclusive process packs data into CD business cards

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KENTWOOD — Digital CD business cards are fast becoming an accepted way to present information. But Digital Marketing Solution LLC President Phillip Nguyen has added a high-tech twist to his company's CD business cards — the capacity to deliver an enormous amount of pertinent information.

Nguyen has developed a proprietary compression process that enables him to double the data capacity of the small discs.

A business card-sized CD typically holds 50 MB of information, while smaller circular discs can hold up to 150 MB. Digital Marketing's compression technique can put 300 MB of information on a small CD.

To maximize the amount of data on a disc, Nguyen refrains from using Flash technology and other memory-eating applications. Exactly how much information appears on the CD business card depends on what data is included. The interactive discs can incorporate sophisticated audio/video presentations, photo galleries and texts as well as links to Web sites, e-mail addresses and other external information.

In addition to the enormous data capacity Digital Marketing Solution's CD business cards are "plug and play;" no software needs to be downloaded to access the disc's features. Nguyen said this avoids the risk of acquiring a virus while downloading software and eliminates the hassles of software installation. "With our card there's no download, no installation. No icon is left behind," Nguyen said. "Everything is run from the CD drive."

Applications abound for the CD business card technology. Instead of a company spending large sums of money on catalogs, brochures and corporate videos, all the information can be placed on the CD for an extremely low cost. For example, Digital Marketing Solution is in discussion with one municipality to have its 500-page zoning code book on disc.

Nguyen and Digital Marketing Solution Director of Marketing Thomas Dunkelberger see their product as viable for anyone who has goods or services to sell. The pair is marketing the CD business card at trade shows in Detroit and Chicago. "The people you talk to at trade shows are sales people and they see the power of this as a sales tool," Dunkelberger said. Digital Marketing Solution already has CD business card clients in the computer and software sectors, financial industry, consulting field and real estate.

Digital Marketing Solution was formed in January as a division of Computrain Solutions LLC. Nguyen, who has a Master Certification in Computer Science from GVSU, created the computer training firm as a way to make computer training accessible and affordable for everyone. He has taken that mandate one step further by offering Computrain's computer software training CDs free to nonprofit agencies in West



Digital Marketing Solution President Philip Nguyen believes his company's CD business card product has a leg up on the competition.

Michigan. The CDs can be used to help an organization's internal staff upgrade its skills, or assist clients to learn marketable skills to better themselves. The discs include beginner, intermediate and advanced instruction in the Microsoft Office suite of programs, such as Excel, PowerPoint, Word and Access. All a nonprofit has to do is contact the company and request the programs.

Nguyen said providing the free training to nonprofits is his way of giving back to the community. Nguyen was born in Vietnam and became an orphan at age four. He came to West Michigan when he was 14. It is his experiences here that have inspired him to support the community that took him in.

"Without America, I'm nothing. I want to make some contribution," Nguyen said.

Digital Marketing Solution and its unique compression technology could mean big things for Nguyen. Reaction to the CD business card has been positive, especially in light of the economy, and the product shows much promise. As for growth, said Nguyen, "My goal is simple. I want to go a step at a time — slowly but surely." ■