



There's **MONEY TO BE MADE** in helping your customers **PRESERVE PRECIOUS MEMORIES!**

Just six short years ago, according to a study by Melbourne Uni, 91% of Aussie homes had a video player. Based on about 8 million homes, that's... let's see... over 7 million players. Imagine how many video tapes are out there, lying in cupboards and storage boxes, already disused in the DVD era. And how many more will join them as those old video players die!?

Of course, there will be plenty of recorded TV stuff you wouldn't miss if you never saw it again. But... what about the **important, personal events that were recorded for the family archive?**

***There are millions of precious memories out there, in danger of being lost forever!***

The potential business in converting/protecting/saving those memories is a huge market, largely untapped in Australia... so far. Retailers, especially those involved in imaging (or photography, as it was once known), now have the opportunity to tap into it!



**Memory2DVD** is a valuable service you can offer your customers. Convert their old videos (or super8 or 16mm) to DVD for just \$60 RRP, with a retailer margin of 20%. \$60 is **not** a huge sum to pay to preserve a memory that could otherwise be lost forever! 20% is a great margin on a service that has cost you nothing more than your effort to sell it!

**Memory2DVD** is a simple service for your business to operate. Complete a work order slip, attach to your customer's media, and send in the provided TNT Express satchel. The completed DVD will be returned, also via TNT Express, in 3 to 5 days.

**Memory2DVD** is an established service you can recommend with confidence. They offer the widest range of media conversion services in Australia, assisting clients of all sizes to preserve their precious memories. If you or your customers have a special need - large order, special editing, camera drives or other service – call/email and ask! They are pleased to assist with a solution wherever they can!

*Of course, the key to success is in promoting the service and its value to your customers.  
Experience to date shows that store owners and staff who actively promote the product will get the sales!  
Talk to your customers about the new service, hand out brochures, promote it in newsletters...  
Sales growth will happen, profits will flow.*

***This market is ready to tap and develop NOW! Call your C-Direct rep and get on board!***