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CD-ROM firm deals cards for summer films

By Chris Marlowe

Trading cards have gone high-tech with the introduction of Serious USA's CD-Cardz. The company has signed licensing deals to sell "Planet of the Apes" and "Final Fantasy: The Spirits Within" CD-ROMs that are about the size of credit cards and contain film clips, character profiles, original soundtrack music, games, hyperlinks and other multimedia offerings.



Unusually shaped promotional CD-ROMs are nothing new. CompleteCD, Shape CD and Media Dynamics' Cybercard, for example, compete in the field. Even the trading card aspect has been done, as when Data Systems and Software Inc. partnered with the Topps Co. to create the Cybr-card series for the NFL.

Serious USA, however, is pushing the concept into movies and placing it in the territory occupied by other technology-based, inexpensive collectibles like Tiger Toys' Hit-Clips.

For "Final Fantasy," produced by Square Soft and distributed by



Columbia Pictures, the company is releasing a four-card set priced at \$14.95. A fifth card will be distributed through a mail-in rebate with purchase of Sony Music's "Final Fantasy" soundtrack.

For the 20th Century Fox release "Apes," Serious USA has created a seven-card set that will retail for \$24.95.

"We have to make intelligent decisions about the films we become involved with," Serious USA president David-Joseph Brown said. "These titles really suit our customers."

Deals in sports, music and other movies are in negotiation. Serious USA is the U.S. operating company of U.K.-based Serious Global Holdings Ltd.