

# Same song, DRM-free medium: SanDisk sells albums on memory cards

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USA: What do Metallica and SanDisk have in common? For both, the memory remains.

The metal band was singing about faded rock stars trapped in their glory days. The data storage company, however, is hoping that music-filled 1GB microSD memory cards will lure in consumers who fondly remember when their favorite songs were purchased on albums preloaded on physical media and weren't downloaded via the Internet.

SlotMusic, SanDisk's new initiative, offers an entire album of digital rights management-free music on a memory card - along with liner notes, cover art, lyrics and the occasional music video. It's the result of a deal with four major music labels that targets consumers looking for high-fidelity alternatives to MP3 files that can be played on any device with a microSD slot, including phones. Prepackaged bundles will come with a USB (universal serial bus) adapter so buyers can also play their slotMusic cards on a computer. The music plays at a bitrate of 320 kilobits per second.

Pricing has not been announced yet, although SanDisk officials have said they expect the cost to be similar to that of a CD.

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