

Move2Digital makes life easy for installers

Move2Digital is a professional CD ripping company that specialises in ripping audio for music\media servers, NAS drives and MP3 players.

The company explains that the task of ripping a client's CD collection for their newly-installed media\music server is either left to the customer (who often lacks the expertise) or installers who are often pushed for time.

Move2Digital says that after consulting, designing, installing and supporting a solution, many CIs question if it really is an ideal use of their resources to scan artwork, rename artist and track names appropriately and tag double albums appropriately when they could be either training staff or working on the next project?

Jason Osborne, director of Move2Digital, explains that this is where the specific expertise of his company comes in: "Merely ripping a CD library is one thing. Ensuring that the metadata is not only accurate, consistent and logical, but is correctly structured for the

names, inconsistencies with the artist and track name formatting (often found with compilations)."

Move2Digital offers a bespoke service of not only encoding but purchasing a music collection that complements the client's

existing library. For a client who has just installed a 2TB media server, but has only 150CDs, this can add real value to the proposition.

Jason concludes: "Ultimately customer excellence is one of the strongest tools we have in an industry that is so reliant on referrals. It is here that leveraging the support and partnering with a professional ripping company really adds value to both a custom installer business and to their client's experience."

Move2Digital

Move2Digital offers a bespoke service of not only encoding, but purchasing and encoding content onto servers for installers wanting to deliver the best possible service to its customers.

client's choice of server, all with the correct hi-res artwork is a task that is completely different. Without this detail, navigation of the server becomes a real task, rendering its contents almost pointless.

"I'm sure any CI who has ripped a collection for a client has come across the problem of incorrect artist