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[http://cd3wd.com/cd3wd/cd3wd\\_pr\\_20111206.pdf](http://cd3wd.com/cd3wd/cd3wd_pr_20111206.pdf) #PressRelease This\_is\_a\_Press\_release

[version 2 of 2011.12.16 – includes info on new release disk #10019 plus expanded info on payment after client feedback]

Gaborone Botswana Wednesday 7 December 2011

Cd3wd are a private initiative whose objective is to collect, process, re-master, create and disseminate practical high quality free non-pirate information for Third World Development. We are the major market player in this field and get cooperation from Practical Action, Appropedia and other fine Content Providers. Our collection as of 2011/12 comprises 24GB (as 5720 unprotected pdf file e-books) and includes agriculture, energy, small industries, construction, economics, IT, water, sanitation, health, education and a myriad of other relevant subjects. We directly disseminate approximately 2,000 sets of our information through free internet downloads per year, and an additional 200 per year through airmailed DVD sets (about 75% free and 25% chargeable mailings). We encourage onwards distribution through donations and by commercial sales. We also have a website – <http://cd3wd.com/cd3wd/> where all the material is available for browsing, and we get a median of 13,000 webpage views per day, with a peak of 485,000 webpage views per day during 2011. The total for 2011 is about 6 million webpage views. Webpage views are about 50% from USA, 5% from China, 20% from other developed countries and 25% from Rest of World (125 countries total in an average month). Cd3wd is popular with Western Survivalists, which we feel also testifies as to the high quality of our material.

Cd3wd proudly announce the release of our new version of cd3wd, comprising 6 dvd's, plus also an additional 2 (now 3) dvd's in DFDP (DVD for DVD-Player) format. There are now 5720 titles in total (my recent website-stated estimates of our total titles on <http://cd3wd.com> were a bit optimistic – nothing has been taken out – trust me!):

1. Content of Latest Release/ Version:

- **#111** – mostly encyclopedia from the project Wikipedia-for-schools, plus 3722 complete novels from Project Gutenberg (80% of which in English language, with 20% in French, Spanish, Portuguese, German, Italian, Finnish, Dutch, Tagalog, Bulgarian, Russian, Chinese etc), plus material on how to run your own business and SME, income generating activities etc etc
- **#112** – mostly titles on health, medical, water and sanitation
- **#113** – mostly technical material – construction, emergencies, woodwork, metalwork, machines, stoves, transport etc
- **#114** – all agriculture
- **#115** – additional agriculture plus all titles in Spanish, French and Portuguese, including a repetition of the Gutenberg novels as on disk #111 in those 3 languages. Because of this, #115 is an ideal (pc, linux, mac, android, iphone etc) disk on its own for Spanish, French and Portuguese language regions where zero English is acceptable or understandable
- **#116** – solar, wind, biogas, biomass and other energy. Plus – to fill out the remaining space and to demonstrate DFDP technology – some of the DFDP content from disk #10017. Therefore this disk #116 will run on PC and/or on DVD player
- Note that the above disks #111 through #116 are for PC, mac, linux, or android – there are 5700 pdf files (23.6GB) plus 3722 html files (1.8 GB). The following 2 (now 3) disks contain only jpg format graphics files, and are intended for use on dvd players in photo mode, although they can also be read on computers. Note that each of the disks #111 through #116 can run as a standalone disk, or that some or all of these 6 disks can be copied onto your hard drive to form a collection of about 24GB. There is an index file for each disk and also a master index file for that complete collection which is found on every disk.
- **#10017** – mostly encyclopedia from the project Wikipedia-for-schools, plus 20 complete novels from Project Gutenberg – in DFDP format – 75 000 pages

- **#10018** – agriculture plus running small business plus some income generating activities – in DFDP format – 70 000 pages, 600 titles
- **#10019** – a learn-to-read disk mainly for dvd player, but which is also completely at home with PC, Mac, Linux, Android, iPhone etc – with 1.5 GB (4 hours) of photo slideshows on letters, words, stories, telling the time, counting etc... Also with 78 complete e-books (37 000 pages) in both DFDP and in pdf formats. Also with the processing tools and input files necessary to make your own photo slideshows and your own jpg DFDP products. Note that this disk is aimed not only at children aged 2 through 13 but also at adult literacy and also at EFL (English as a Foreign Language) market segments. Note that this disk has material for DVD Players both in Video/Movie Mode and in Photo Mode – if you don't understand and appreciate that then you may miss 50% of the whole content!....
- Note that #10017 and #10018 contain in fact 70-75 000 jpg photo files – digital photos of pages of the publications. Therefore the DVD Player has to be put into photo mode – some DVD Players will do this automatically, others have to be coaxed using the remote control. And the latest televisions can read these files direct from USB port and USB Flash Drive, without needing any DVD player. Also you can copy from DVD onto smartphones, digital photo-frames, and even onto CIEMs (cheap internet enabled mobile phones, which sell for \$25)

## 2. Access to/ Download Latest Version:

Note that the above completely supercede all previous issues of cd3wd. The existing web content at [http://cd3wd.com/cd3wd\\_40/cd3wd/index.htm](http://cd3wd.com/cd3wd_40/cd3wd/index.htm) will be preserved for the indefinite future but will not be updated. The new cd3wd content as per disks #111-116 will be browsable on our website sometime before 2012/02 (February 2012), and about the same time all 9 DVD's as above will be downloadable direct from our website as 9 x .iso files of 4.33GB each (i.e. not using torrent - our use of torrents was at first successful but the latest torrent has been slow to be seeded – apologies to frustrated downloaders). These .iso files can be burned direct to blank DVD-R or DVD+R disks (we recommend you use ImgBurn or another equivalent free utility), or a free utility can be used to mount and read the files and to copy to your hard drive.

**We will as far as possible airmail free DVD sets to any and all Third World destinations (including selected middle-eastern countries). Email us at [alexweir1949@gmail.com](mailto:alexweir1949@gmail.com) to request. Note that this offer is not blanket and each case will be judged on its merits. About 50% of our third world requests are actually from westerners working and/or living in the Third World – we applaud their concern and their work, but in many or most cases our zero budget means that we will in fact request payment from them – sorry! We are also getting multiple requests from Peace Corps Volunteers – we would love it if Peace Corps and USAID (and VSO and DFID) made cd3wd standard issue!**

**We airmail DVD sets on a chargeable basis also – because paypal.com have caused us tremendous problems and recently dislocation, we will continue to use paypal only for small donations (we get on average maybe US\$ 1 per month by this means). The default method of payment for chargeable DVD sets is with immediate effect by using Moneygram or Western Union. Details follow:**

**3. Payment - How to make Payment for Chargeable DVD Set (also use for Donations and Sponsorship/ Advertising Payments):**

**Agency: please use Moneygram (which seems to be cheaper?...) or Western Union**

**Receiver's Country: Botswana**

**Receiver's City: Gaborone**

**Receiver: Mr Alexander Weir (no middle name)**

**Currency in which the Receiver is to be paid: BWP – Botswana Pula**

**Contact Phone Number of Receiver: +267 738 15632 (a Botswana number obviously)**

**Address of the Receiver: Plot 25500, Block 9, Gaborone, Botswana, Africa.**

**Country of Birth of the Receiver: Scotland, UK**

**Amount to be sent: Botswana pula - BWP150 for the 6 disks #111 through #116, or BWP225 for the 9 disks including 10017, 10018 & 10019 (we recommend all 9 disks for all sets destined for the Third World. Note exchange rate is approx. BWP 7.5 per USD – therefore we receive the equivalent of \$20 for the 6 disks and \$30 for the 9 disks – we have maintained this \$20 price through initially 4 DVD's, then 5 DVD's and now 6 DVD's)**

**Sometimes there is an immediate and a 24-hour option – obviously choose the cheaper option which takes longer.**

**Information which I need you to email to me – [alexweir1949@gmail.com](mailto:alexweir1949@gmail.com) :**

- 1. Reference Number for Transaction – if there is one**
- 2. Test Question: if you have to set such a question, make up anything you want (in English please), and with any answer you want. If the test question is optional then don't bother with it**
- 3. Your Title (mr/mrs/ miss etc), First, Middle and Last Names**
- 4. The amount you sent (e.g. BWP 150, BWP 225 or another amount)**
- 5. Your mailing address (for me to send you the DVD Set)**

**I apologise in advance for the high charges levied by both Moneygram and Western Union – which seem to be in the region of US\$ 5 for Moneygram and US\$ 6-8 for Western Union – but because of the rigidity and lack of global outlook of Paypal we simply don't have any alternative. I am not sure how either of these agencies also make their cut on the forex calculation – so maybe my thinking that Moneygram are cheaper may not be correct – please check for yourself if you have both options. (I am deeply convinced that there is a large global market for a paypal-like system but which is oriented towards serving the global population in our 220+ countries. It could piggy-back on Moneygram and Western Union and could exist as a web database system)**

Note that if you do a chargeable order with us, then the profit which we make on your order goes directly to pay for free-of-charge dispatches to the Third World. Our product mix for the last few months has been about 25% chargeables vs. 75% freebies – therefore we still have to find appreciable funds for the freebies from our zero budget.

#### 4. Sponsorship/ Advertising

In order to ensure the sustainability of cd3wd, we are now accepting and welcoming sponsored entries. These we expect will be largely but not totally from Chinese manufacturers of equipment for agriculture, alternative energy and small industries – in fact anything which fits into the existing cd3wd mould. We expect also content from global, western, Brazilian, Indian, Russian and other tractor and agricultural machinery manufacturers, and from Thai, Indian and Brazilian generic Pharmaceutical manufacturers. All sponsored entries will be clearly marked.

Format: pdf file, landscape orientation, bold font (preferably calibri), default language English, but entries in French, Spanish, Portuguese, Arabic, Chinese, Tagalog, Urdu, Hindi, Indonesian, etc are also welcomed. Large font, with less than 70 characters per line and 20 lines per page (i.e. maximum 1400 characters or equivalent per page). Colour photos and illustrations as desired. Note that this format will enable us to include the advert in the offline DFD version (which is also of course downloadable). Page size A4 (landscape). The organisation submitting can propose a filename if they wish, but normally we will handle that ourselves.

Cost/charge: BWP240 (approx US\$32) per pdf file with up to and including 10 pages. BWP24 (approx. US\$ 3.20)/page for pages above 10. For multiple language versions, calculate as follows: example – 3 different language versions of 5,5, and 6 pages – total 16 pages, total charge BWP 384 (approx. US\$ 51-20).

Payment: see section (3) above – use Moneygram or Western Union

Duration of Sponsorship files – uncertain at this point in time but probably we will remove from the website (browsing and downloads) and from freebie and chargeable DVD Set dispatches after 12 months if you the Client decide not to renew. Obviously existing downloads and DVD Sets will contain your content in perpetuity. We will submit renewal request to you by email 1-2 months before expiry

We reserve the right to request modification to your submitted copy and to refuse to accept certain adverts without necessarily stating our reason for refusal.

Refer to [http://cd3wd.com/cd3wd\\_40/cd3wd/index.htm](http://cd3wd.com/cd3wd_40/cd3wd/index.htm) for a vision of what cd3wd is and does.... And email submit your draft sponsored pdf file to [alexweir1949@gmail.com](mailto:alexweir1949@gmail.com)

#### 5. Cleaning up of pdf files by Volunteers and by existing content providers

We welcome volunteers to adopt one or several pdf files and to tidy them up – e.g. by OCR or by manual typing or a mixture of both. Such work will be rewarded by allowing you to dedicate your finished product to someone or to promote your small industry or consultancy services. We will operate a centralised allocation system so that we don't have more than one person improving the same pdf file at the same time. The main objective of the operation will be to put the pdf file into approved DFDP (DVD for DVD-Player) format. Email me to volunteer – [alexweir1949@gmail.com](mailto:alexweir1949@gmail.com)

#### 6. Commercialisation and Sales

Cd3wd is 99.99% public domain, creative commons and GNU material (we try to locate and remove the other 0.01% - seriously). We officially permit and encourage the dissemination of any and all cd3wd content by any and all means, including commercial sales. We recommend a maximum price of US\$ 3.50 per DVD for domestic and for international/cross-border sales, and we hope that many vended copies will sell for \$1 - \$1.50 per DVD. Especially the coming of the DFDP products we feel and even know opens up a mass market for cd3wd – it is no longer the preserve of the elite in the Third World with ownership of and/or access to computers. (Note that

the global cost of blank DVD's is in the region of US\$0.25 each, and that the cost of copying tends to zero – therefore even vending for US\$ 1 per DVD is a profitable activity).

The Donors and NGOs seem to be hostile to cd3wd – probably since cd3wd is a highly effective method of assisting Third World Development. Therefore commercial sales are required to perform the tasks which the overpaid and underperforming Donors and NGOs refuse to perform. Especially with the advent of DFDP disks such as #10017 and #10018 (and with more to come!), then cd3wd is now a truly global mass-market product – we would like to see cd3wd becoming as common and as easily available as bread and milk. Cd3wd hereby officially permit and encourage everyone to become a cd3wd salesperson – copy, sell, make money, spread knowledge and practical skills, help others! If you want to reward us and enable us to continue our good work, then donate to us a small percentage of your profit using Moneygram or Western Union

Note also that the education products (#111, #10017 and #10019) are in fact also mass market products in so-called Developed Countries. And furthermore, the 3 (with more to come) DFDP products #10017, #10018 and #10019 are also suitable for those 50% of citizens in the West who do NOT have computer access but who do have a DVD Player

## 7. Translation by Volunteers

We welcome volunteers to adopt one or several pdf files and to organise and effect the translation into a different language. Google online translation I guess can do most or even all of the work, although some readers may know a better online or offline utility (?\*). We include Winxlator09 with some of the DVD's and downloads, which can do offline translation to and from Spanish, French, Portuguese, Brazilian Portuguese and Romanian. As per the cleaning of pdf files, the person or organisation may effect dedication and/or promotion using the translated file, which will join the cd3wd collection. Email me to volunteer – [alexweir1949@gmail.com](mailto:alexweir1949@gmail.com)



**Anyone and everyone is free to translate part or all of cd3wd and to sell or donate it. But please also copy to us the translated material, so that we can include this in our cd3wd distributions. There are tags on every pdf file – en fr es po ar cn hi ur pa tk etc to indicate which language the content is in – use that system also to tag your translated files**

#### **8. Adding New Content by Volunteers, Organisations and by Existing Content Providers**

**Now that cd3wd is modular and based on pdf file format, submitting and adding content to cd3wd becomes very simple. Please – come on down! Even and especially reviews by a Subject Matter Expert (SME) on a subject (e.g. biogas) indicating which existing cd3wd publications are best, which 2 or 3 will completely include all the relevant necessary knowledge etc will be invaluable to readers, students, and also to cd3wd ourselves when deciding which pdf files to convert to DFDP format and to issue. We can easily accommodate several such SME reviews on any of the categories in cd3wd. (Note that I suspect that in several cd3wd categories the wheel has been reinvented a multiple number of times – some subjects have been rewritten many times, with a lot of duplication! The business of converting computer format (pdf) files to DFDP format (jpg) can also be an ideal opportunity for slimming down, especially since one computer format DVD will expand to five DFDP DVD's – we would like to arrive at a complete collection of DFDP DVD's which is appreciably less than the probable 30 in number which will be required if we convert everything on the 6 pdf format DVD's)**

#### **Summary and afterthoughts:**

**This 2011/12 version of cd3wd is a giant leap forward – it tidies up and makes very searchable and accessible the whole collection, as well as adding some recent material – mainly in school and vocational education. It prepares cd3wd for the issue of maybe as many as 30 DFDP (DVDs for DVD Players) DVD's over the next 12 months. It also prepares cd3wd for future language translation using machine and/or human translation. The DFDP stuff is especially exciting since it opens up cd3wd to potentially 70% of the world's population, and especially to the masses in the Third World.**

Mr Alex Weir, Plot 25500, Block 9, Gaborone, Botswana, Africa, tel +267 738 15632 [alexweir1949@gmail.com](mailto:alexweir1949@gmail.com) Wednesday 7 December 2011 [and version 2 of 2011.12.16]

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