

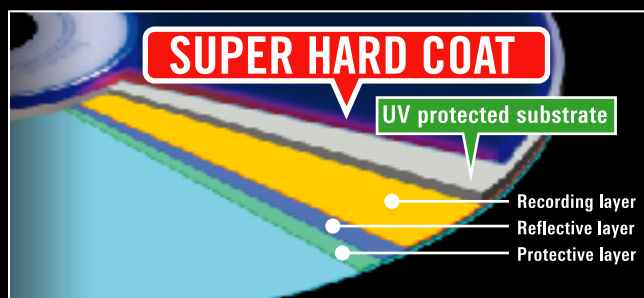


A NEW DIMENSION OF RELIABILITY

TDK SUPER HARD COAT DVD

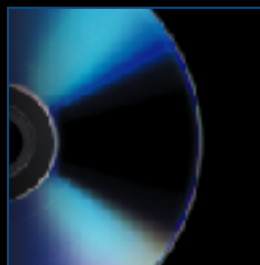
TDK SUPER HARD COAT DVD: VIRTUALLY UNSCRATCHABLE

Introducing TDK Super Hard Coat DVD, an exclusive TDK recording media breakthrough. Super Hard Coat DVD discs are 100x more scratch resistant than standard DVD discs. Ink and smudges? No problem – The recording side easily wipes clean. Ideal for storing treasured home videos, digital photos and anything else that must be kept safe and sound.



• Structure of Super Hard Coat DVD Disc (DVD-R)

While consumers have always been promised – and expected – carefree handling of optical discs, today's conventional DVDs are quite susceptible to playback and recording errors caused by scratches, dirt and fingerprints. Enter TDK's Super Hard Coat DVD, discs that are 100X more scratch resistant than conventional DVD media. These new discs also wipe clean of smudges and fingerprints – contaminants that can render conventional discs useless. Finally, there's a DVD disc that delivers on the promise of total reliability even after harsh treatment.



100x More Scratch Resistant

Left: A conventional DVD showing scratches after abused with a mildly abrasive material. The disc is rendered completely useless.

Right: TDK's Super Hard Coat DVD showing no scratches after same abuse. The disc is still fine.

TDK SUPER HARD DVD EXCLUSIVE FEATURES:

- Virtually Unscratchable
- Ink & Smudges Easily Wipe Clean
- Extra Protection against ultraviolet rays
- Ideal for Important Home Videos, Digital Photos & Data
- Preserve Your Precious Memories Forever

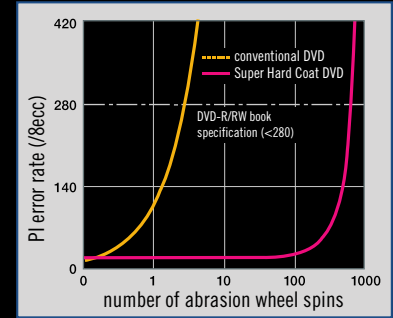
APPLICATIONS:

- Audio, video and data recording with maximum operational and archival life span
- All DVD applications involving adverse environments
- All DVD applications involving frequent passing around of discs
- All DVD applications involving potentially careless handling



Scratch Resistance - 100 times greater than conventional DVD

Irregularities on a DVD's surface can interfere with the the laser beam's path, causing errors. Among the most insidious causes of write and read errors, scratches can prevent the laser beam from properly focusing on a disc's recording layer. That's why TDK designed Super Hard Coat DVD to withstand much greater exposure to scratching agents than conventional DVD discs can survive. As illustrated through laboratory testing, TDK Super Hard Coat DVD discs don't show significant increases in error rates or jitter even after taking the same punishment that completely destroys conventional discs. You can now rest assured that your valuable records and other important data are safe and sound.



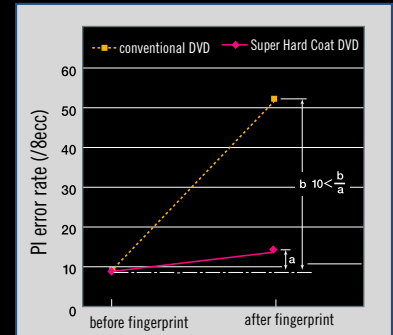
• Comparison of error rates caused by scratches



Superior Resistance to Fingerprints and Contaminants

Conventional DVD discs are particularly prone to errors caused by smudges. Fingerprints and other greasy contaminants aggressively stick to conventional discs, attracting dust and hard particles that can make the problem even more serious. TDK Super Hard Coat DVD discs feature superior lubricant and repellant characteristics, making it virtually impossible for smudges to stick to the disc surface. Unlike conventional discs, TDK Super Hard Coat DVD discs aren't compromised when your bare fingers touch the recording side.

At the same time, the disc surface of Super Hard Coat DVD is extremely smooth with a mere 0.44 friction coefficient, remarkably lower than 1.19 of conventional DVD. As a result, it is easier to wipe off contaminants and even accidental food and beverage spills without damaging the disc.

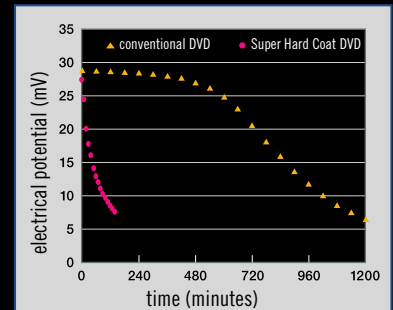


• Comparison of error rates caused by fingerprints



Superior Anti-Static Properties

Conventional DVD discs hold electrostatic charges for long time periods. As a result, conventional discs attract quantities of dust that can cause playback and recording errors. TDK's proprietary Super Hard Coat DVD discs feature superior anti-static, anti-dust properties, making the discs far less susceptible to these errors. Super Hard Coat DVD discs resist static charges better than conventional discs, and they quickly release any charges that are picked up. While a conventional DVD releases 50% of an electrostatic charge after 900 minutes, TDK Super Hard Coat DVD discs release 50% of a charge in only 50 minutes. Less static charge means less attraction of dust. And less dust means a substantial plus in reliability.



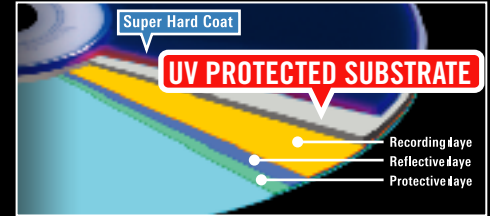
• Decline of Static Charges

GREATER PROTECTION WITH INDUSTRY FIRST UV GUARD TECHNOLOGY



UV-Protected substrate developed with a high recording laser beam transmission factor, while resistant to ultraviolet rays

TDK applies a special dye to the resin substrate to make it resistant to ultraviolet rays. The color and thickness has been designed to combine in a way that optimizes the substrate's optical characteristics. In addition, a new manufacturing method of dye dispersion technology makes possible high-quality recording and playback characteristics. Through analysis of repeated tests with hardware, TDK achieved a high transmission factor for the DVD's recording laser wavelength (650nm) and maintained the standard reflectance ratio, while also succeeding in developing a UV protected substrate that resists penetration of harmful ultraviolet rays to the DVD-R's recording layer.

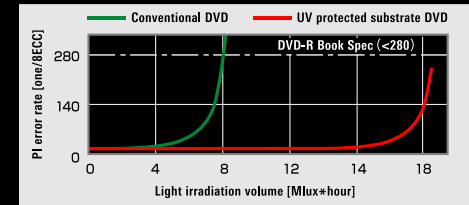


• TDK SUPER HARD COAT DVD-R with exclusive UV Protected Substrate



About three times the strength against irradiation of conventional DVDs, stronger against ultraviolet rays too

When dye is applied to a disc's recording-side substrate, the reflectance ratio ordinarily declines due to deterioration of its optical characteristics, which then leads to an increase in the error rate. The UV-Protected substrate makes use of dye dispersion and other technologies to overcome this problem. As a result, while conventional TDK DVD-R discs achieve a PI error rate of below 280 — as required in the book specs — from irradiation of under 4Mlux*h, the UV-Protected substrate clears book specs even after 12Mlux*h of irradiation — confirming that it can stand up to three times the amount of light exposure with no ill effects.



• Comparison of error rates caused by light radiation

Test method: Xenon lamp conforming with ISO-105-B02, to irradiate the recording side.



* Super Hard Coat DVD+R and DVD+RW will be available soon.

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