

PRESS INFORMATION

DVD+RW Alliance announces 8x write speed specifications for DVD+R

World's fastest DVD recording with DVD+R

IFA Berlin, Germany - August 29, 2003 - The DVD+RW Alliance, a voluntary association of industry-leading personal computer, optical storage and consumer electronics manufacturers- have announced the release of specifications for 8x DVD+R recording. The progression to 8x write speed will satisfy end-users' increasing desire for ease and higher write speeds when creating their own DVDs. It also reflects the intrinsic strength of the DVD+R/+RW format to evolve rapidly in new functionality and performance, staying ahead of market demands.

"The DVD+RW Alliance set an aggressive feature and performance roadmap for the DVD+R/+RW format," says Maureen Weber, general manager, HP Optical Storage Solutions Business and spokesperson for the DVD+RW Alliance. "8x recording is just another step toward fast DVD recording for the consumer, while maintaining the format's superior compatibility, simplicity and functionality."

8x DVD+R Specification

The 8x write speed specification for DVD+R is now complete. DVD recorders and data drives designed to this specification will enable recording at 88 megabits per second, taking approximately 9 to 10 minutes to record a full capacity DVD+R disc.

Product availability from DVD+RW Alliance member companies

A number of DVD+RW Alliance members, such as Argus Electronics, BenQ, HP, Kano Technologies, Lite-On, Philips, Plextor and Ricoh, have announced data drive products that will be able to write DVD+R media at 8x speed and will be available within the next couple of months. Major media manufacturers such as CMC Magnetics Corporation, Hitachi Maxell, Lead Data, Memorex, Mitsubishi Kagaku Media/ Verbatim, Kano Technologies, Pengo, Prodisc Technology, Ritek, Ricoh, Sky Media Manufacturing, Sony, TDK and Taiyo Yuden have announced DVD+R media optimized for 8x write speeds that will be available later this year. Software companies that will support the 8x DVD+R write functionality in their software are ADS Technologies, ArcSoft, GEAR Software, InterVideo, NewSoft Technology, Mediatech, NTI, Pinnacle Systems, Roxio, SAI, Sonic and Ulead Systems. More announcements of companies such as Cyberlink supporting DVD+R 8x speed will follow later this year.

About DVD+R/+RW

Today the DVD+R/+RW format is capable of recording up to 4.7 gigabytes of digital video, images or data. This equates to the storage capacity of up to seven CD-R/RW discs and the potential to store thousands of digital photographs or approximately two hours of digital video. The primary benefit of DVD+R/+RW is its two-way compatibility, meaning that DVD+R and DVD+RW media can be played in most DVD video players and DVD-ROM drives tested. (IntelliKey Labs 9/02, 1/03 and 3/03.)

About The DVD+RW Alliance

The DVD+RW Alliance is a voluntary group of industry-leading personal computer, optical storage and consumer electronics manufacturers. The companies promote the universally compatible, rewritable DVD+R/+RW format that enables true convergence between personal computing and consumer electronics products. Over 60 companies have formally joined DVD+RW Alliance to support DVD+R/+RW technology. Further details about the DVD+RW Alliance and member companies can be found at <http://www.dvdrw.com>. Product or service names mentioned herein are the trademarks of their respective owners.

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