



DVD+R/+RW: The World Standard that Puts the User First

Consumers have increasingly demanded a DVD recording format that offers all the convenience, quality and compatibility they've become used to with other disc-based media. They want these benefits for their data-intensive multimedia applications, such as video and digital photo albums. They also want to share their digital content with family and friends, and they want to do so without compatibility problems or unnecessary technical complexity.

DVD+R/+RW is the universal DVD recording format that gives consumers exactly what they want: maximum compatibility and excellent ease of use. With DVD+R/+RW, users get a single, high-quality DVD format that maximizes all their recording needs - video, photos, music, and data - and simplifies their ability to share and play back their content. DVD+R/+RW offers optimal performance for both consumer video recording and data applications, and it meets the needs of the consumer electronics, PC and media industries for standardization in a single format that does it all.

Compatibility Drives Convergence

Independent test results by IntelliKey Labs showed DVD+R/+RW to be the most compatible DVD recording format with the hundreds of DVD players and DVD-ROM drives they tested. By ensuring maximum compatibility with both DVD players and DVD-ROM drives, DVD+R/+RW acts as a bridge between these two worlds and drives the fast-growing trend toward convergence between entertainment and computing applications. (For a list of DVD-ROM and DVD players compatible with the DVD+R/+RW format, please see www.dvdrw.com/compatibility.html)

No Complicated Technical Issues

Because DVD+R/+RW provides convenient, user-friendly operation and use, it's the only recordable DVD format that lets consumers easily record their video and data without worry. They can ignore recorder settings, recording modes, disc formatting, disc finalization and other complicated technical issues. DVD+R/+RW is simple, transparent and intuitive: Just insert a disc and record or play back as required.

That's why consumers are choosing DVD+R/+RW - a truly user-friendly recordable DVD format.

The DVD+RW Alliance: United Industry Support

DVD+R/+RW is recognized as the recordable DVD format of choice by a long and distinguished list of leading partners from the consumer electronics, PC-OEM, computer peripherals, and media industries, including Dell, Hewlett-Packard/Compaq, Mitsubishi Chemical/Verbatim, Philips, Ricoh, Sony, Thomson and Yamaha. United in the DVD+RW Alliance, these companies are actively promoting DVD+R/+RW as the world standard for DVD recording.

Key DVD+R/+RW Benefits

- **Compatibility:** Only DVD+R/+RW offers maximum compatibility with DVD video players and PC DVD-ROM drives
- **Convergence:** Only DVD+R/+RW enables consumers to seamlessly and transparently interchange content between their entertainment and computing platforms
- **Convenience:** Only DVD+R/+RW offers the operational simplicity to make consumer DVD recording into a user-friendly experience

Benefits of DVD+R/+RW for Consumer Video Recording

- Maximum compatibility with DVD video players and PC DVD-ROM drives
- Easy, instant recording with no technical complexities
- Quick finalization for quicker playback availability
- Choice of recording-quality levels and recording times (from 1 to 8 hours) to meet varying needs
- The same superb video and audio reproduction quality and convenient user interface as familiar DVD video players
- Ability to easily add, delete, and edit recordings on a disc without affecting other content

Benefits of DVD+R/+RW for Use on the PC

- Direct editing of disc contents, including standard PC functions such as move, copy, delete and overwrite
- Multi-session writing or random access writing with no special preparations
- Background formatting for quick finalization - discs are ready for use sooner, for recording and for playback
- Maximum playback compatibility with DVD video players and DVD-ROM drives - even after editing video on the PC
- Microsoft's planned built-in Windows support for drag-and-drop use of DVD+MRW media (MRW = Mount Rainier compatible)

Market Momentum

DVD Recorders: DVD+R/+RW recorders are the preferred choice in most regions of the world. According to independent market analysis by Santa Clara Consulting, DVD+RW recorders accounted for **59%** of the market in the U.S. and the rest of the Americas during the fourth quarter of 2002, **77%** in Europe, and **80%** in the Asia/Pacific market excluding Japan.

DVD Drives: DVD+R/+RW computer drives quadrupled their worldwide market share last year. With the world's two largest PC manufacturers - HP/Compaq and Dell - both strong supporters of DVD+R/+RW, we expect DVD+R/+RW to continue its strong showing in the DVD drive market.

Join the Winners in the DVD+RW Alliance

For more information about DVD+R/+RW and how to become a member of the DVD+RW Alliance visit our website at www.dvdrw.com.