

Capture and Share Your Memories



TDK
SUPERIOR GRADE
MAKES A DIFFERENCE
DVC
60
DVC
10 Pack

Protect What Matters Most

TDK media products are formulated with premium materials, tested by broadcast and production professionals and trusted by countless everyday users like you. Protect what matters most with TDK.

MAXIMUM PERFORMANCE MEDIA



DVC
10 Pack



Data CD-R80
100 Pack Spindle



Music CD-R80
100 Pack Spindle



DVD-R
100 Pack Spindle



DVD+R
100 Pack Spindle



The TDK Life on Record logo is a trademark of TDK Corporation. For more information, contact: Imation Corp. 1 Imation Place Oakdale, MN 55128 651-704-4000

Check out the full product line at www.tdk.com, The Digital Sweetspot™

Sponsored by TDK

Premium Scratch Resistant Media

The TDK "Select" Difference: Protecting a Lifetime of Precious Memories

Protecting the quality and livelihood of digital media against daily use and handling is an important consideration for today's tech-savvy specialists. Many manufacturers lay claim that their recordable CDs and DVDs can outlive their human owners; yet, every time a disc is pulled from its case, it is exposed to heat, humidity and other deteriorating elements that can compromise and possibly destroy the content within.

To safeguard against such contaminants, TDK Life on Record Select CDs and DVDs feature Armor Shield™ technology, a special protective hard coating layer that sustains the lifespan and integrity of your media. When it comes to long-term archival of vital data, business records, photos, music, home movies and other valued digital assets, using the best and most reliable storage media from a brand you can trust makes all the difference.

Select CD-Rs are manufactured with an Armor Shield layer that's three times harder than standard discs, protecting the reflective layer and dye (where the data is) from injury caused by scratches, smudges, scuffs and everyday wear-and-tear. Scratches inflict permanent damaging effects that can render the disc unplayable. If the reflective layer is disrupted, the data in that area will be lost.

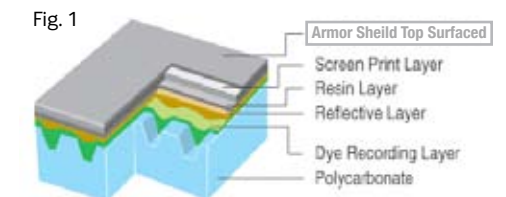
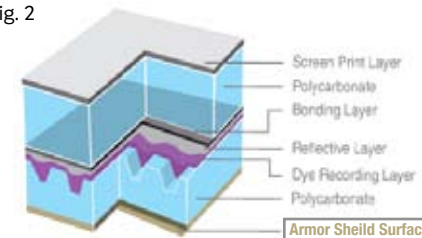


Fig. 2



Select DVD±R-Rs are 30 times more scratch-resistant, with Armor Shield applied to the bottom layer (where the data is) to prevent scuffing. This protection allows the laser beam to accurately read the recorded information. If the bottom is scuffed, the laser beam spreads out and cannot read the information.

By adding Armor Shield, each layer essential to a DVD and CD's playability is shielded against everything from harmful, everyday bits of dirt and dust to the hands and mouths of curious small children.

As recordable media becomes more integrated into our ever-evolving digital lifestyles, research indicates that durability rates as a top priority. In a recent poll, DVD users ranked memory protection and scratch-resistance as the most important features of today's DVDs. Clearly, optical media is not infallible, especially as data archives grow and disorganize. Technological innovations like Armor Shield™ help to reinforce the media's reliability while meeting an ever-growing demand for higher quality storage solutions. As the old proverb goes, a picture is worth a thousand words, but a lost picture is silenced forever. Using the best medium available is an important step toward ensuring your pictures are never lost.

