

the Digital Versatile Disc.



DVD: a kick off guide



and you thought it was just a DVD

Your personal and business life is centred around digital information. Digital photographs. Digital music. Digital data. Digital videos. Digital multi-media presentations. As expectations grow for handling and combining this data, so have file sizes – right into the gigabyte range. That's why Imation offers DVD media in every format and capacity, for all your digital storage needs.

Q Why is DVD the way forward?




A It has massive high quality storage capacity for all applications

DVD is going to revolutionise the way you store, access and download information. Whether you are backing up everything in the office or simply recording from your TV – DVD makes it easy. DVD technology allows you to perform digital tasks that have until recently required varying recording and archiving systems. DVD does away with the need for this: the same disc can be used to bring work from the office, record your favourite music, store your holiday snaps and even play back TV programmes on your way to work on the train! The DVD format can store up to 9.4GB of information. You can also use DVD like an alternative hard drive.

This leaflet explains the different types of DVD discs available. The one thing to bear in mind is that there are two formats of disc. These are referred to as + or – types. Most DVD drives and recorders will play back and read both formats, however when it comes to recording you should check whether the device is a + or a – type. Some of the newer drive types now appearing are multi platform and will record and play back most or all formats. On the next few pages we've demystified the formats and given you a brief overview of what they can do and their suitability for various tasks.



compatibility chart

| Media type | DVD Drive Type | Read | Write |
|---|----------------|------|-------|
| recordable | | | |
|  DVD-R | DVD-R | ✓ | ✓ |
| | DVD-R/RW | ✓ | ✓ |
| | DVD-R/RAM | ✓ | ✓ |
| | DVD+R/RW | ✓ | ✗ |
| | DVD+RW* | ✓ | ✗ |
|  DVD+R | DVD-R | ✓ | ✗ |
| | DVD-R/RW | ✓ | ✗ |
| | DVD-R/RAM | ✓ | ✗ |
| | DVD+R/RW | ✓ | ✓ |
| | DVD+RW* | ✓ | ✗ |
| rewritable | | | |
|  DVD-RW | DVD-R | ✓ | ✗ |
| | DVD-R/RW | ✓ | ✓ |
| | DVD-R/RAM | ✓ | ✗ |
| | DVD+R/RW | ✓ | ✗ |
| | DVD+RW* | ✓ | ✗ |
|  DVD+RW | DVD-R | ✓ | ✗ |
| | DVD-R/RW | ✓ | ✗ |
| | DVD-R/RAM | ✓ | ✗ |
| | DVD+R/RW | ✓ | ✓ |
| | DVD+RW* | ✓ | ✓ |
|  DVD-RAM | DVD-R | ✗ | ✗ |
| | DVD-R/RW | ✗ | ✗ |
| | DVD-R/RAM | ✓ | ✓ |
| | DVD+R/RW | ✗ | ✗ |
| | DVD+RW* | ✗ | ✗ |

DVD discs fall into two categories called + and -. Your drive will be either one of these. If it is a very new model it might use both types. After checking which drive type you have, select the appropriate media for your requirements.

Pioneer
Toshiba
Sharp
IBM
Samsung
Apple
Panasonic



Philips
Sony
Ricoh
Yamaha
HP
Dell
Mitsubishi
Thomson



* Most of the new DVD+RW drives will also write DVD+R media

High capacity | **recordable** formats

DVD-R 4.7GB

- Permanent (write-once) media
- High capacity, storage density and data transfer rate
- Relatively low cost per megabyte
- Long-term data archiving
- Massive data storage and retrieval



Recording movies and TV programmes



Archive/back up and storage of all file types



Video: recording/editing



High quality audio/hours of storage on one disc



Multi data type use for home and office



Game downloads



Digital photo storage/archive and retrieval



Web downloads: research/mp3/video

DVD+R 4.7GB

- Permanent (write-once) media
- Massive data storage and retrieval
- High capacity, storage density and data transfer rate
- High speed recording
- Low-cost storage for long-term archiving of digital video, photos, data or multimedia presentations



High capacity | **rewritable** formats

DVD-RW 4.7GB

- Rewritable up to 1,000 times
- 4.7GB of storage or 2 hours of video
- High capacity, storage density and data transfer rate
- Relatively low cost per megabyte
- Long-term data archiving



DVD+RW 4.7GB

- Rewritable format allows 1,000 rewrite cycles
- High storage density
- Records and stores data, video, photos, music and more
- Designed for both PC and video entertainment applications
- Long-term data archiving



DVD-RAM 4.7GB/9.4GB

- Rewritable up to 100,000 times
- Ideal for storing and transferring large files, including video, music, data, multimedia software and Internet downloads
- Reduced noise, reduced disc tilt and enhanced durability
- Provides clear and precise recording quality
- Compatible with all DVD-RAM drives
- Perfect for library systems



Did you know?



DVD-R, DVD+R, DVD-RW and DVD+RW discs are available in a convenient 5 pack



DVD-R and DVD+R discs are also available in a convenient DVD video case to make storage easy

DVD for your world!

At home, at work and on the move

Home entertainment

The beauty of DVD is of course the sheer volume of data it can store, in most cases 4.7GB. That means that the quality of sound that can be recorded is substantially higher than previously experienced when using VHS. It also means that the fabulous new sound formats, such as Dolby Digital 5.1 are fully supported. Picture quality is also vastly better than VHS tape. Add to that almost instantaneous access to exact parts in recorded programmes, plus incredibly long life and you at last have the ideal medium for storing films and TV programmes. And don't forget you can play your CDs on most DVD players. The new generation of affordable DVD recorders will make this the preferred medium within the next few years, but it doesn't stop there: DVD is the perfect medium for Internet downloads, games and music. It's now possible to store up to 70 hours of digital quality MP3 music on one disc. DVD really is the natural home for creating a music library.

Digital video cameras have dramatically fallen in price and are more popular than ever, but as everyone knows, they aren't the most convenient playback devices. Imation DVD offers you a high quality, high capacity and easy-to-use solution. Just as with recorded programmes you can easily access your favourite moments and store many hours on one disc. If you're creating your own home movies, you'll find editing is much easier with DVD, too.

DVD wherever you go

The capabilities of digital cameras have rapidly improved over the past few years. People have got used



to taking them wherever they go and using them as a matter of course. The price of increased performance and quality is file size, modern cameras often operate at up to 7 mega pixels. With its huge capacity, DVD is the answer here too.

The ability to store one or more large and varying file types on a single disc really does mean that DVD is the format for users on the move. At 4.7 gigabytes, a single DVD can hold seven times the data of a CD-RW. More data, more files, less to carry. The latest generation of laptops with DVD drives indicates where the future is going. It's never been easier to watch videos or view photos wherever you happen to be; in the car, on the plane or even on the beach!

Business and DVD

Most businesses now agree that optical storage is the way ahead, with many in the entry level server market now opting for this route instead of traditional tape backup. It's anticipated that CD device sales will probably have ceased by 2005 as more companies and individuals move to a DVD based optical solution. More businesses are now realising the potential efficiency of using DVD as a sensible tool for multiple data type backup. The ability to mix video, sound and other office data successfully on one media type makes logistical sense and means you can combine your office and home life more efficiently.

Evidence shows that DVD is becoming ever more popular within the entry level server market meaning smaller businesses are now adopting the format.



Q Can I save different file types on to the same disc?

A Yes, you can record huge quantities of data, video, music, in fact any file type in any combination on the same disc.

Q What's the largest disc size I can get?

A Imation manufactures a range of disc sizes from 2.6GB to a massive 9.4GB depending on your particular requirements.

Q Can I get the same sound quality as CD if I record music to DVD?

A Yes you can, and potentially better: because CDs can only store 700MB of music data, the amount of information is inevitably limited. Given the huge storage capacity of DVDs it is possible to record and playback music at higher data rates and with many more channels, such as Dolby Digital 5.1.

Q Will DVD replace CD-ROM?

A Yes, it is expected that DVD drives will displace CD-ROM drives in the future since DVD-ROM drives can also read CD-ROM discs and in many cases CDs can be written by a compatible DVD drive as well.

Q Is CD-R compatible with DVD?

A Usually. Even the earliest DVD-ROM drives are commonly able to read CD-RW disks. The newer drives can also record CD-R discs.

Q What information resources are available for me on DVD?

A As you can imagine, there are lots of sources of information on the Internet. We suggest you try www.imation.com/uk/dvd, www.dvddemystified.com, www.dvdalliance.com, www.dvdforum.com





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