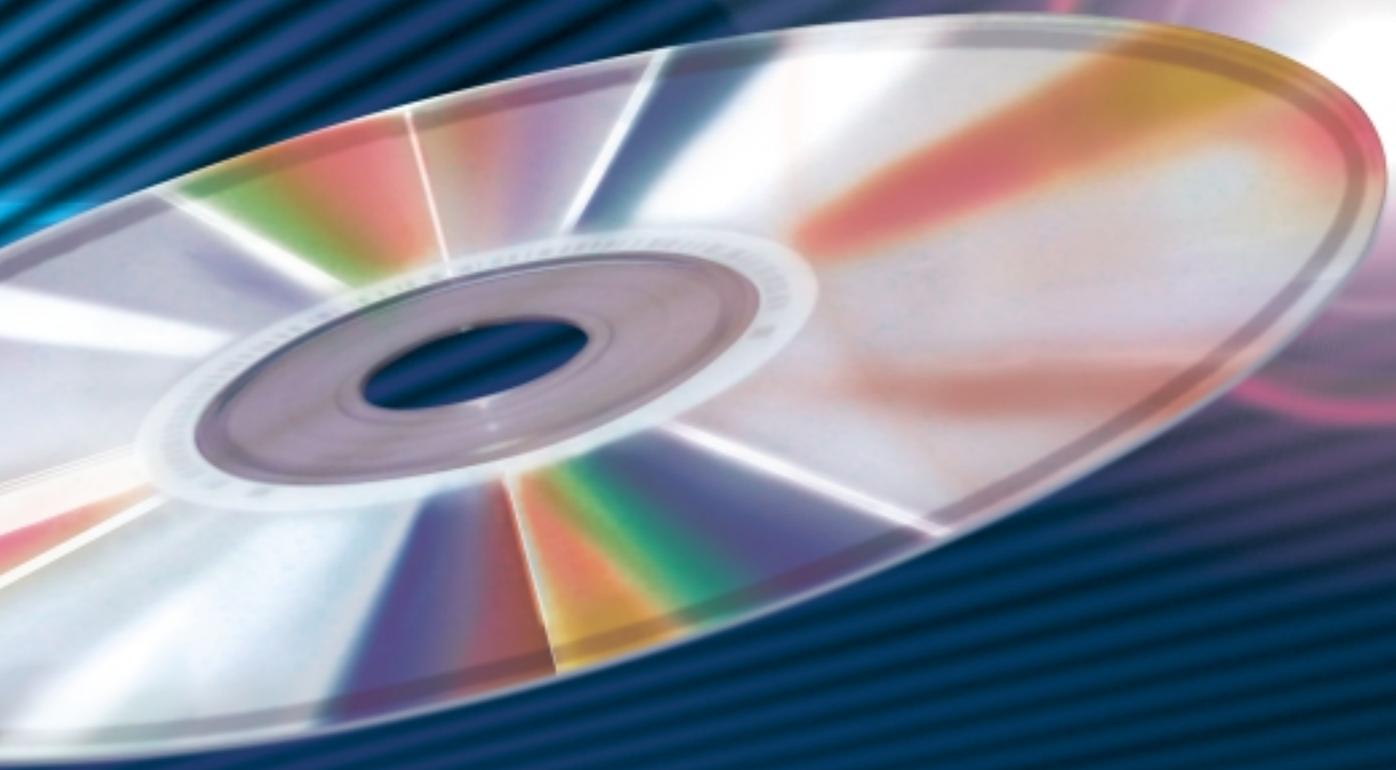


# DVD+RW and DVD+R



The new DVD recording standard

*Let's make things better.*



**PHILIPS**

# DVD+RW and DVD+R

## Premium-quality, maximum compatibility

The DVD+RW and DVD+R discs are set for success because not only are they two-way compatible, but also offer better performance than other DVD recordable formats. Two-way compatibility means recordings can be played on existing DVD players, and DVD-video discs can be played on DVD+RW recorders. They are also compatible with PC-based DVD-ROM drives. They are ideal for recording from all broadcasting infrastructures - terrestrial, cable and satellite – and excellent archiving media for data and home videos. Naturally, DVD offers digital picture and sound quality, plus durability and direct-access. As a full-range supplier of digital recording media, a leading partner in the development of DVD formats, and an A-brand manufacturer of consumer electronics, Philips is in a unique position to provide top-quality products. Many other influential consumer electronics, computer and recording media companies<sup>[1]</sup> also support the DVD+RW and DVD+R formats.

### **The market is ready for recordable DVD**

Market research<sup>[2]</sup> indicates that a record button is the feature consumers most want to add to their DVD players. In fact, over a third of the survey group in Europe said they would buy a DVD recorder immediately, and 80 percent said they would buy one within a year. Worldwide, more than half the survey group indicated that they would choose a DVD recorder over a DVD player when the price differential comes down to a factor of two. In addition to DVD+RW discs, which have all the reusable convenience of videocassette tapes, consumers have indicated a need for a lower cost, 'write -once' DVD+R disc for archiving cherished material.

[1] Philips, RCA/Thomson, Sony, Hewlett-Packard, Ricoh, Yamaha, Dell, MCC/Verbatim – who collectively account for more than 70 percent of CD-R hardware and media sales.

[2] Research executed by AC Nielsen Vantis in USA, Singapore, UK, France and Germany.



## A complete range of recordable discs

### A recordable DVD for every application

The Philips range of recordable DVD media includes rewritable discs (DVD+RW) for repeated use without loss of quality and one-time recordable discs (DVD+R) for archiving favourite films, home movies, images data. Both types are available in the conventional jewel cases favoured by computer users, and in DVD 'videoboxes', which are identical to the boxes used for pre-recorded DVD videodiscs. This means users can store their own recordings in the same racks, and create their own cover inserts. For the dealers, it means the most suitable type of packaging can be positioned in the store close to the appropriate products, for example, jewel cases by the PCs and DVD videoboxes by the consumer electronics.

### Point-of sale counter boxes

Both types are packaged in handy boxes that fold open to become attractive point-of-sale (POS) displays. The jewel case version comes in packs of ten discs, and the DVD videobox version is supplied in packs of five discs. This videobox POS is particularly useful for high-end electronics dealers where recordable media is not usually sold. The stylish and informative POS boxes are simply placed on the counter.



# DVD+RW and DVD+R discs

## Top in quality, performance and compatibility

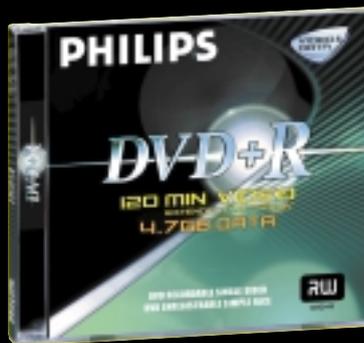
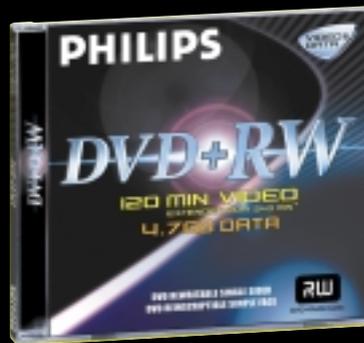
DVD+RW and DVD+R are high-performance video and data recording media that play on both existing and future DVD video and DVD-ROM players – the only formats to do so.

## High-quality MPEG2 video recording and high capacity data storage

Video recording in the latest MPEG2 format ensures the best quality images on one disc. And the 4.7GB capacity contains as much data as seven standard CDs.

## Backwards compatible

The DVD+RW and DVD+R are the only DVD recording media that are fully compatible with existing DVD-ROM and DVD-Video players. Playback is possible on most DVD video or DVD-ROM player.



## One disc for both video and data use

The DVD+ recordable discs are suitable for both video and data recording, which means no more searching for the correct type - Philips DVD+RW and DVD+R work in both applications.

## No formatting or finalizing required

With DVD+RW, it's not necessary to carry out time-consuming formatting before recording, or waste time finalizing afterwards. A Philips DVD+R disc takes one minute to finalize it.

## Eye-catching packaging

Eye-catching packaging positions the discs at the leading edge of digital media technology. They are individually packaged in jewel cases or DVD videoboxes, and supplied in counter display boxes.

	<b>DVD+RW</b>	<b>DVD+RW</b>	<b>DVD+R</b>	<b>DVD+R</b>
	<b>jewel case</b>	<b>videobox</b>	<b>jewel case</b>	<b>videobox</b>
<b>Type number</b>	DVDRW/013	DVDRW/011	DVDR/008	DVDR/012
<b>12NC</b>	930700260013	930700260011	930700260008	930700260012
<b>UPC</b>	037849921166	037849921197	037849921173	037849921180
<b>Inner carton (pcs)</b>	10	5	10	5
<b>Inner carton UPC</b>	137849921163	137849921194	137849921170	137849921187
<b>Outer carton (pcs)</b>	50	50	50	50
<b>Outer carton UPC</b>	237849921160	237849921191	237849921177	237849921184

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