



EasyWRITE

Simple · Fast · Robust



The 'Floppy' Replacement

In the age of advanced software, computer graphics and digital video, the venerable floppy disc has definitely had its day. Did you ever try to download a website to a floppy disk?

Now Philips presents EasyWrite, the new standard for writing to CD-RW discs. CD-RW and DVD+RW drives with EasyWrite 'on board' combine the simplicity of a floppy disk, large storage capacity of CD, and robustness needed for frequent data interchange and distribution. This ultimate floppy replacement offers considerable added value in business and home PCs.



Let's make things better.



PHILIPS



350 times the capacity, same ease-of-use

Have you ever made a business presentation only to find that the file size is so large that you have to split the file to send it to your customers? Have you spent hours working on your laptop in a hotel room only to find you can't backup that work? These are typical problems encountered with the average business PC and they highlight the limitations of the floppy disk. Even when we added a CD-RW drive to our computer to benefit from larger storage capacity, we trade convenience for capacity. CD writing proves to be less than user friendly. Just formatting a CD-RW disc could take more than half-an-hour, and that's if you were lucky enough to have the required software running properly and that scratches on the CD didn't stop you from finishing the job. CD-RW usage for normal "drag-and-drop" storage is too complex. EasyWrite solves this problem by enabling the drag-and-drop functionality of the floppy disk without special software, further reducing the bill-of-materials for business PCs. With falling prices of drives and media, EasyWrite is already an attractive 3-in-1 replacement that frees up a drive bay for additional peripherals and simplifies the manufacture of new PCs.

Major benefits for end-users, IT professionals and purchasers

EasyWrite is the affordable floppy replacement and results from new standards arising from an initiative called Mount Rainier. The promoters are Philips, Compaq, Microsoft and Sony. Over 40 industry leaders worldwide now endorse the standard. Philips has been a leader in the development of this initiative and is one of the first to bring the functionality to the market (www.mt-rainier.org).

By tackling the issues that concerned users and IT departments, EasyWrite offers immediate benefits for the IT community:



Simple

EasyWrite is simple. The PC's operating system will recognize and handle the EasyWrite disc drive in the computer –or one attached as a separate external drive- as a regular drive, just like its hard disk. And even better: EasyWrite operates like a regular drive and requires regular discs. This means that the user can instantly drag and drop files to a disc and back to the hard disk.

EasyWrite is transparent to end users. The functionality looks and feels just like it was in the operating system. It is woven seamlessly into the operating system, and later through native OS support.

Fast

EasyWrite is fast. Take a new CD-RW disc out of the box, insert it to the drive, and within seconds you can start dragging and dropping data. The drive handles formatting in the background so you're not disturbed by it. Even if you eject the disc before background formatting is completed, the disc is still readable in all MultiRead CD-ROM and DVD-ROM drives. Current CD-RW applications can take more than half-an-hour to format the disc before you can start writing data.

Robust

EasyWrite embodies a dramatically improved defect management system. This makes it far more robust towards dirt and scratches than current packet-writing applications.

Store, Move and Share

EasyWrite provides the easiest way now available to store, move and share large quantities of information. The disc is compatible and can be read by virtually all CD-ROM, CD-R CD-RW DVD-ROM and DVD writers. Sharing an EasyWrite disc with older systems is done simply by installing an EasyWrite driver, which is freely available on the web.



By standardizing the way of working, eliminating the need for proprietary solutions and ensuring backward compatibility, EasyWrite offers a unique, removable, mass storage standard for you to interchange data in the global business environment. This set of benefits, together with supported functionality like booting and disaster recovery, makes EasyWrite an ideal replacement for the floppy.

Operating System Support

Currently, CD-RW drives are rather difficult to support because of some of the specifics of optical storage. The EasyWrite solution is based on putting all the "complex stuff" into the drive and creating a standard way of working. This way, the operating system can address the drive just as any standard storage device (hard disk, floppy, MO, etc.) without an application program. (For a detailed explanation, see the White Paper on the www.mt-rainier.org website).

EasyWrite will be supported in future versions of popular operating systems, including Windows and Linux. Apple is also expected to join. In the meantime, file system drivers that seamlessly integrate this functionality into current operating systems, will be available. These will be generic drivers that create a standardized disc format and are therefore different to current proprietary applications. Within a couple of years, this will all be part of the operating system, making EasyWrite a future-proof solution.

So now, both end users and PC manufacturers can get rid of the floppy drive and overcome the current complexities of writing to CD. Just turn to EasyWrite.

For more information: easywrite@philips.com

Philips

Philips has taken a leading role in the Mount Rainier initiative, and listened to PC users, purchasers and IT professionals to deliver the solution that the market so explicitly asked for. Starting early 2002, EasyWrite will be built into all new Philips CD-RW and Combi drives.

This underlines the role of Philips as the leading storage solutions provider with proven track record in industry standards. The company provides efficient, compatible, affordable, seamless and future proof storage solutions.



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Printed in The Netherlands
November 2001.
12NC number 3104 145 50610

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