

October 7, 2009

Mitsubishi Kagaku Media Co., Ltd.

Verbatim®, the world's leading recording media, introduces new **DVD-R and DVD-RW that allow titles to be “written” and “erased”!**
“MEDIA MARKER”, a pen dedicated for this use is also introduced!



Mitsubishi Kagaku Media Co., Ltd. (Head Office: Minato-ku, Tokyo; President: Shigenori Otsuka) will introduce on October 20th, through its own global brand “Verbatim”, a DVD-R and a DVD-RW on which the title can be “written” on and “erased” from the disc label using MEDIA MARKER, a dedicated writing pen and erasing pen. Simultaneously, MEDIA MARKER will also be introduced as a standalone product.

The “Writable” and “erasable” DVD-R and DVD-RW are trimmed with asymmetric colors on the silver disc label, giving them an urban impression. The trim comes in 5 colors (blue, green, light pink, dark pink and silver), for convenience in categorizing according to content.

The MEDIA MARKER dedicated pen is offered both singly, as a writing pen in black, blue or red or a dedicated erasing pen, and as a set of black, blue, red and green writing pens and an erasing pen. In addition, as an introductory limited promotional offer, a set comprising of a blue pen, an erasing pen and a MEDIA MARKER compatible DVD-R or DVD-RW will also be offered.

This is a product that responds to customer needs including “to correct a mistaken entry”, “to amend the title on a re-writable disc”, and other similar requests. The MEDIA MARKER pen, with a soft tip amenable to writing on the label and a quick drying ink, is suitable for writing on the disc. The dedicated erasing pen allows any mistakes to be erased over and over. The pen offers both a super fine tip and a fine tip in one body, freely allowing both small and large letterings. The dedicated erasing pen uses a specialized ink that enables hardening ink to be erased and cleanly wiped off.

Through the supply of products that consist mainly of recording media, Verbatim changes relationships among “People and People, People and Things, People and Ideas”, ensuring reliable, pleasant and rich ones.

※1 : No 1 Brand in global sales share of recordable CD and DVD media for four years continuous (2005 - 2008),
(Source: the Santa Clara Consulting Group (American market research and consulting firm))

<Item on sale>

•The manufacturer’s recommended retail prices are all left as open prices.

Product name	Capacity / Recording speed	Model no.	Disc/pen contained	Label / Specifications	On-sale date
DVD-R for Data (CPRM compatible)	4.7 GB / 1-16 speed	DHR47JDS10V1	10 pcs	MEDIA MARKER compatible 5-color Label / 5mm case	October 20
DVD-RW for Data (CPRM compatible)	4.7 GB / 1-2 speed	DHW47NDS10V1			
MEDIA MARKER Black	-	MKFF1VZ180	1 stick	-	
MEDIA MARKER Blue		MKFF1VB180			
MEDIA MARKER Red		MKFF1VR180			
Dedicated erasing pen		MKFF1VE200			
MEDIA MARKER Set of 4-color writing pens and an erasing pen		MKFF5VS920	5 sticks		
DVD-R (CPRM compatible) with a blue writing pen and an erasing pen*	4.7 GB / 1-16 speed	DHR47JDS10V1MK	10 pcs / 2 sticks	MEDIA MARKER compatible 5-color Label / 5mm case	
DVD-RW (CPRM compatible) with a blue writing pen and an erasing pen*	4.7 GB / 1-2 speed	DHW47NDS10V1MK	10 pcs / 2 sticks		

* Limited promotional product, dedicated cleaner (non-woven fabric) set.

Write using the dedicated MEDIA MARKER on a MEDIA MARKER compatible disc. It can only be erased using the dedicated erasing pen.

For further information, please contact

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