

July 26, 2010

## Unifying all products under one brand from Mitsubishi to Verbatim® brand



Mitsubishi Kagaku Media Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Shigenori Otsuka) will be unifying all products under one brand, Verbatim, by switching the recordable optical disc from Mitsubishi to the Verbatim brand as of September 1st of this year.

Verbatim is a global brand of Mitsubishi Kagaku Media sold in over 80 countries worldwide, with the largest market share<sup>\*1</sup> of the recordable optical disc sold worldwide by brand for five consecutive years. Mitsubishi Kagaku Media released the products under the Verbatim brand, such as USB memory, SD card, portable hard disc drive, etc. in 2008, then switched the optical data disc from Mitsubishi to the Verbatim brand last September. This September, new products for the recordable BD, recordable DVD, and recordable CD, will be released under Verbatim, and all products hereafter will be unified under the Verbatim brand.

For the Verbatim new product lineup totaling 30 items, package design has been prioritized so that it is easier for the customer to make a selection. Easily comprehensible terminology<sup>\*2</sup> is used for each standard, GB (gigabyte), capacity description, etc., with an elaborate design symbolizing such terminology. Additionally, the contact information for customer service on the back side of all new packages have been enlarged and made easier to view.

※1. 2005-2009: the largest market share of the recordable CD/DVD/BD sold worldwide by brand for five consecutive years (according to the SCCG/JRIA data)

※2. As a result of the survey conducted when designing the package, it was discovered that about 30 percent [of the people] (who do not have / have never used a DVD recorder) purchased a BD recorder to replace the VHS video recorder. Easily comprehensible terminology or symbol has been used for the new packaging so that it is easier for the customer who is not familiar with each standard, such as R or RW, to make a selection for replacement, as easy as selecting a video tape.

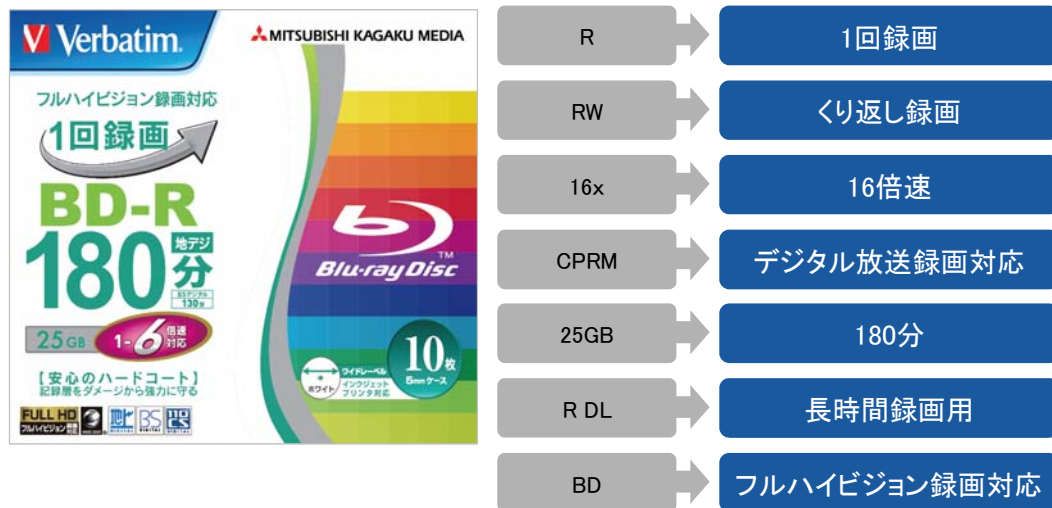
Through the supply of products that consist mainly of recording media, Verbatim changes relationships among “People and People, People and Things, People and Ideas”, ensuring reliable, pleasant and rich ones.

## What is Verbatim

Mitsubishi Kagaku Media Co., Ltd.(MKM) is the global brand marketing its products in more than 80 countries around the world. Verbatim was born in 1969 in the State of California in the United States. Mitsubishi Chemical Corporation (known as Mitsubishi Kasei Corporation at that time), the parent company of MKM, purchased Verbatim in 1990. In Latin verbatim means “word for word”, and has been used since the company’s founding in 1969 to illustrate the principle of accurate, error free recording of data.

## Easy-to-select package design

– by replacing the terminology, selection has been made easier in the same way as if selecting a video tape –



- We have reexamined the former graphic size / balance for “capacity description” and “recording time display”

**25GB** → 180分    25GB → **180分** 地デジ

- We have added symbols to easily recognize the difference between “recordable but not rewritable” format and “rewritable” format



- We have added “long hours” to one side of the two layers (DL) product for easier comprehension



- We have specified “two senses of ease”  
① Visible disc    ② Appealing high quality as a result of unique technology

**For further information, please contact**

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< Item on sale >

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

【Blu-ray Disc (BD) or Video】

Labeling for all discs is compatible with inkjet printers (print range is wide, 22 mm -118 mm)\*1

Product name	Recording time	Model no.	Disc contained	Label / Specifications	On-sale date
BD-R LTH TYPE for Video 25GB 1-4 speed	Terrestrial digital 180min BS digital 130min	VLR130YP5V1	5 pcs	White (*1) 5mm case	September 1
		VLR130YP10V1	10 pcs		
		VLR130YP20V1	20 pcs		
		VLR130YP20SV1	20 pcs	White (*1) Spindle case	
		VLR130YP50V1	50 pcs		
BD-R for Video 25GB 1-6 speed		VBR130RP10V1	10 pcs	White (*1) 5mm case	
BD-R for Video 25GB 1-4 speed		VBR130YP10V1	10 pcs		
		VBR130YP20V1	20 pcs		
		VBE130NP5V1	5 pcs		
BD-RE for Video 25GB 1-2 speed		VBE130NP10V1	10 pcs		
		VBE130NMP5V1	5 pcs		
BD-R DL for Video 50GB 1-4 speed	Terrestrial digital 360min BS digital 260min	VBR260YP5V1	5 pcs	White (*1) 5mm case	Beginning of October
		VBR260YP10V1	10 pcs		
BD-R DL for Video 50GB 1-6 speed		VBR260RP5V1	5 pcs		Beginning of November
		VBR260RP10V1	10 pcs		
BD-RE DL for Video 50GB 1-2 speed		VBE260NP3V1	3 pcs	White (*1) 10mm case	September 1
		VBE260NP5V1	5 pcs	White (*1) 5mm case	
		VBE260NMP5V1	5 pcs	Color mix (*1) 5mm case	
		VBE260NP10V1	10 pcs	White (*1) 5mm case	

## 【DVD for Video】

Labeling for all discs is compatible with inkjet printers (print range is wide, 22 mm ·118 mm) \*1

Product name	Recording time	Model no.	Disc contained	Label / Specifications	On-sale date
DVD-R for Video CPRM 4.7GB 1-16 speed	(Standard) 120min	VHR12JP10V1	10 pcs	White (*2) 5mm case	September 1
		VHR12JMP20TV1	20 pcs	Color mix (*1) 5mm Twin slim case(*3)	
		VHR12JP20TV1	20 pcs	White (*1) 5mm Twin slim case (*3)	
		VHR12JP25V1	25 pcs	White (*1) Spindle case	
		VHR12JP50V1	50 pcs		
DVD-RW for Video CPRM 4.7GB 1-2 speed		VHW12NP10V1	10 pcs	White (*1) 5mm case	
		VHW12NMP10TV1	10 pcs	Color mix(*1) 5mm Twin slim case (*3)	
		VHW12NP20TV1	20 pcs	White (*1) 5mm Twin slim case (*3)	

## 【CD-R for Music】

Product name	Recording time	Model no.	Disc contained	Label / Specifications	On-sale date
CD-R for Music (Phono-R) 1-24 speed	79min 57sec	MUR80PHS10V1	10 pcs	Phonodisc designed Color mix 5mm case	September 1
		MUR80PHS20V1	20 pcs		
		MUR80PHW10V1	10 pcs	Phonodisc designed Compatible with inkjet printers(*2) 5mm case	

(\*1) Print range is wide, 22 mm ·118 mm

(\*2) Print range is wide, 25 mm ·70 mm

(\*3) Twin slim case is a 5 mm case that can hold 2pcsdiscs