

December 24, 2010

Twice the Life^{※1} DVD-R

Verbatim[®] Brand “ARLEDIA” for Long-term Storage Go on Sale



【DHR47HAD1V1】



【DHR47HAD5V1】

Mitsubishi Kagaku Media Co., Ltd (MKM; Headquarters: Minato-ku, Tokyo; President: Shigenori Otsuka) has today started sales of its Verbatim brand “ARLEDIA” for long-term preservation of valuable data MKM has been switching its brand from MITSUBISHI to Verbatim since this September. Thus, “ARLEDIA” branded Verbatim will be also available.

ARLEDIA is a name derived from “Au/Ag (gold/silver) Reflective Layered media,” and represents a disc with a reflective layer using gold (Au) and silver (Ag) (gold-silver reflective layer^{※2}) for high disc durability. This is an archival-quality disc^{※1} with long-term storage capability (longevity) beyond that of previous products; silver reflective layer DVD-R. ARLEDIA combines the advantages of gold for resisting deterioration over time, with silver for drive compatibility.

The recording layer uses an AZO dye called “DYN-AZO^{※3}”, developed by Mitsubishi Kagaku Media for resistance to light and heat and durability in repeated playback. The gold-silver reflective layer provides a synergistic effect which results in highly reliable disc performance. In addition, the recording surface is also covered with a hard coating to protect the disc against scratches and fingerprints.

※1. Achieves twice the life of silver reflective layer DVD-R (previous products) in 88°C/80% RH environmentally accelerated durability testing.

※2. Patent: JP4398512, DE 60 2007 005 226.2. Patent applied for in the US, China, Taiwan, India, and UAE.

※3. The dye recording layer achieves high durability, high light resistance, high sensitivity, and wide power margin, adopted in DVD-R/+R.

Through the supply of its products, Verbatim changes relationships among “People and People, People and Things, People and Ideas”, ensuring reliable, pleasant and rich ones.

What is Verbatim?

Verbatim is a global brand of Mitsubishi Kagaku Media sold in over 120 countries worldwide, with the largest market share* of the recordable optical disc sold worldwide by brand for five consecutive years. 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.

※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)

【Features of Mitsubishi Kagaku Media DVD-R “ARLEDIA” for long-term storage】



- **Gold-silver reflective layer for high durability and high compatibility**
Gold for high durability and silver for high compatibility are combined to assure long disc life.



- **AZO dye recording layer “DYN-AZO” for resistance to light, heat, and repeated playback**
Provides high durability, high light resistance, and wide power margin.



- **Hard coating protects recording surface, resists scratches and fingerprints**
Hard coat proven in abrasion and oil resistance testing protects against scratches and contamination.



- **Elegant gold label**
Pure gold in the reflective layer appears in the gold label surface for a high-quality appearance.

<Item on sale>

- The manufacturer’s recommended retail price is left as open price.

Product name	Recording speed	Capacity	Model no.	Disc contained	Specifications	Label	On-sale date
DVD-R ARLEDIA for long-term	1–8X speed	4.7GB	DHR47HAD1V1	1 pcs	10mm Clear-black	Gold label	December 24
			DHR47HAD5V1	5 pcs			

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