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Taiyo Yuden : Introduces Innovative "That's" Brand CD-R/DVD-R Bulk Media Products in Packages for Storing and Organizing Media



TOKYO - Taiyo Yuden Co., Ltd., today announced the release of new CD-R and DVD-R bulk media products featuring innovative packaging that can be used to organize and store media in a single solution. The new products will be released under the company's "That's" brand of recordable media, starting March 1, 2005. The release includes a DVD-R 20-disc pack for video applications, and a DVD-R 20-disc pack and CD-R 20-disc pack for data applications.

More and more consumers are choosing to purchase bulk CD-Rs in spindle packs to save both space and money. However, since conventional spindle cases do not allow for easy identification of CD-Rs after recording, they are not useful for organizing and storing media. As a result, users who want to find their CD-Rs easily have traditionally had to purchase separate storage solutions such as media cases. Consumers who purchase DVD-R bulk media, which is growing ever more popular, are faced with the same problem.

Although easier to organize, media purchased in individual plastic cases is more expensive than equivalent bulk media. Furthermore, the thickness of conventional plastic cases means that storage space can quickly add up.

Taiyo Yuden has developed a new line of bulk media products with innovative packaging that addresses the need for integrated organization and storage of recorded media. The main features are:

1. Integrated media storage - no need to buy separate storage solutions

Innovative packaging provides an all-in-one solution for organizing and storing recorded media. Eliminates the need to purchase separate storage solutions, and is cheaper than media (CD-Rs/DVD-Rs) in individual plastic cases.

2. Significant space-savings

Stores up to 20 discs in a package measuring just 5 cm wide. Takes up 75% less space than an equivalent number of discs in conventional, 10 mm thick plastic cases.

3. Quick and easy disc access

Case flips open at both ends, so that users can quickly flip through disc labels or sleeve titles to find the right disc.

4. Eye-catching packaging

Consumers will find it hard to miss the hippo shown with its mouth wide open. The hippo illustration emphasizes the wide, flip open design of the new bulk media case.