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**Taiyo Yuden:
DVD-R Lineup Expanded for Recording Digital Broadcast TV Programs
“Digital Broadcast Recording Q&A” Pamphlet Also Enclosed for Response to
Customer Questions**



Taiyo Yuden has expanded its lineup for CPRM-compatible DVD-Rs that are capable of recording digital TV programs, marketed through the company's own That's brand. The lineup now consists of six types, with the new additions being a printable label 30-disc pack in a bulk case, which allows color printing on an inkjet printer, a wide printable label 10-disc pack in slim plastic cases (also called the "5mm P case"), which extends the printable range by 10mm further inside than the regular printable label type, and a ceramic coat label 10-disc pack in 5mm P cases, which allows recognition of the brand name and disc capacity at a glance. Moreover, the "CPRM-compatible" label on the package has now been joined by a prominently displayed label for "digital broadcast recording-compatible." First shipments of the 5mm P case 10-disc pack will include the pamphlet "Digital Broadcast Recording Q&A." The new product lineup is set to go on sale in mid-May, at open pricing. China in ways that match the customer needs.

The launch of the Shenzhen sales subsidiary should lead to better customer relations and sales expansion.

At present, the market for CD-R, DVD-R, and other recording media is spoiled by low-quality products mainly from low-cost overseas manufacturers that are often plagued by read, write, and save failures. Attempting to save important digital broadcast TV programs on such defective media carries the risk of failure to record properly, or of inability to read back the data later, resulting in the loss of irreplaceable video archives.

Taiyo Yuden has been continuously engaged in domestic production ever since the invention of the CD-R in 1988, and its adherence to strict quality checks based on high standards has won high praise from the market as a "trustworthy recording media." In addition to the production of high-quality media suitable for the digital broadcast era, expansion of the digital broadcast recording-compatible DVD-R lineup, improvements in packaging, and inclusion of a Q&A pamphlet, should help to further spread the popularity of media for recording digital broadcasts.