

## Taiyo Yuden: High-Durability “Triple Guard” DVD-R Goes On Sale Guards Irreplaceable Data or Video from Scratches, Blemishes and Dust



Taiyo Yuden announces sale of a new DVD-R under its in-house “That's” brand that features “Triple Guard\*” technology, a special coating for the DVD-R recording surface, to protect irreplaceable data from scratches, blemishes and dust. Naturally, this DVD-R is a high-quality made-in-Japan product.

Depending on how it is handled, the DVD-R, which has become a popular media for recording data or video, can be prone to scratches or blemishes that can scramble video or voice on the recording surface, or prevent stored data from being read out. In response to user demands for a DVD-R that would be more resistant to scratches or blemishes even with frequent use, and that could be used for a longer time, Taiyo Yuden developed a DVD-R that uses “Triple Guard” to improve durability while retaining compatibility, stability, and storage performance. A special coating on the recording surface protects the DVD-R from scratches, blemishes and dust, and enables relaxed, long-term enjoyment even with frequent use.

The “Triple Guard” DVD-R characteristics are as follows.

### Highlights of That’s “Triple Guard”

① **Scratch guard: Boosts scratch resistance by 200 times (compared with previous Taiyo Yuden product)**

Protects against scratches that are caused by accidental bumping or scuffing against things when the DVD-R is inserted into or retrieved from the case or disk drive.

② **Blemish guard: Reduces fingerprint adherence to less than 1/7th (compared with previous Taiyo Yuden product)**

Protects against fingerprints or other blemishes that may adhere to the DVD-R when it is handled.

③ **Dust guard: Improves static electricity discharge performance by 1000 times (compared with previous Taiyo Yuden product)**

Prevents dust from adhering to the DVD-R by increasing resistance to build-up of static electricity.

This product is capable of 16x recording, and the label surface comes with Wide Printable for an inkjet printer color print range wider by 10mm. The lineup includes a 5mm plastic case (holding up to 10 discs for both data and video), and a bulk case (up to 50 discs for data or 10 discs for video), and the sales launch date is set for June 12. All products are open pricing.

\* “Triple Guard” is a trademark of TAIYO YUDEN CO.,LTD.

That’s “Triple Guard” lineup list (All products are open pricing.)

Type	Product name	Capacity	Speed	Label	Number	Packaging
DVD-R (for data)	DR-47WWY10SNT	4.7GB	16	Wide Printable White	10	5mm P case
	DR-47WWY50BNT				50	Bulk case
DVD-R (for video)	DR-120WWY10SNT	120 minutes			10	5mm P case
	DR-120WWY10BNT				10	Bulk case