



CD-R MEDIA

A PERSPECTIVE

JIM WADDELL

SONY DATA MEDIA

3175 A Northwoods Pkwy

Norcross, GA 30071

(770)579-6281

waddellj@ccmail.nhq.sony.com

A TECHNOLOGY FOR THE TIMES

- ◆ NON-ERASABLE
- ◆ PERMANENT
- ◆ LARGE CAPACITY(650MB)
- ◆ LARGE INSTALLED BASE OF READERS
- ◆ FULLY STANDARDIZED
- ◆ COMPLETELY PORTABLE

CD RECORDING TODAY

- ◆ 650MB CAPACITY
- ◆ UP TO 6X WRITE SPEED AVAILABLE
- ◆ EXTREMELY DURABLE MEDIA
- ◆ ENORMOUS INSTALLED BASE OF READERS

CD RECORDING TODAY (CONTINUED)

- ◆ DOWNWARD SPIRAL IN READ/WRITE UNIT COST (BELOW \$1,000)
- ◆ UNITS ALSO HAVE MULTI-SESSION CAPABILITY
- ◆ EXTREME CONSTRAINT ON MEDIA SHIPMENTS
- ◆ DEMAND HAS COMPLETELY SWAMPED CAPACITY.

GREEN VS. GOLD

- ◆ **GOLD USED IN ALL DISKS**
 - ACTUALLY CHICKEN SOUP VS. PEA SOUP
- ◆ **GOLD EXHIBITS SLIGHTLY BETTER RESISTANCE TO SUNLIGHT (UV)**
- ◆ **GREEN EXHIBITS BETTER CROSS-PLAY CHARACTERISTICS**

GREEN VS. GOLD (CON'T)

- ◆ RED BOOK AND ORANGE BOOK STANDARDS BASED ON GREEN DYE
- ◆ MOST READERS “TUNED” TO THIS STANDARD
- ◆ RESULT: ENHANCED CROSS-PLAY WITH GREEN DYE PRODUCTS

THE FUTURE



- ◆ CD-E
- ◆ DVD
- ◆ MULTI-LEVEL RECORDING

CD-ERASABLE

- ◆ WILL ACTUALLY USE PHASE CHANGE MEDIA
- ◆ NO PROPRIETARY INCREASE IN CAPACITY
- ◆ MAY BECOME THE FLOPPY OF THE FUTURE

DVD

- ◆ COMING SOON
- ◆ SOON IS GOING TO BE 1997-1998
- ◆ PROPRIETARY INCREASES IN CAPACITY-FIRST MANIFESTATION AT 4 TO 7GB

MULTI LAYER RECORDING

- ◆ PHASE CHANGE BY NATURE
- ◆ 16GB CAPACITY
- ◆ REWRITABLE
- ◆ BACKWARD READ COMPATIBILITY POSSIBLE

THE NEW FLOPPY?

- ◆ EXTREME PORTABILITY
- ◆ HIGH RESISTANCE TO WEAR
- ◆ GOOD CAPACITY
- ◆ SIMILAR PERFORMANCE
- ◆ STRONG POPULATION OF INSTALLED READERS

CLOSE, BUT...

- ◆ READ/WRITE INSTALLED BASE MINIMAL
- ◆ NO MONSTER LEAD PLAYER AS THERE WAS IN 1982
- ◆ APPLICATIONS REQUIREMENTS ENSURE MULTIPLE SOLUTIONS