



## LightScribe Media Version 1.2 Launch Information

### What is LightScribe Media Version 1.2?

LightScribe Media Version 1.2 (MV 1.2) is the next performance step in LightScribe media, resulting from improvements in the LightScribe coating chemistry. Like the original LightScribe media, MV 1.2 will scribe in black on a gold background. Label times will be faster, contrast options will be greater, and will be backwards compatible with existing optical drives.

(Note: the first release of media that shipped in January '05 was "Generation 1 – monochrome". It wasn't explicitly described as "Media version 1.1" – but it's the reference point for the upcoming 2<sup>nd</sup> release of monochrome media – "MV 1.2")

In response to customer requests, MV 1.2 gives LightScribe customers more control over their LightScribe imaging experience, by allowing them to trade off imaging-time against image contrast:

- **Faster labeling.** Customers who are happy with the contrast "darkness" of the original LightScribe media will be able to achieve the same result with MV1.2, at speeds up to 1/3 less time than the original media (actual speed improvement will vary depending upon the various LightScribe hardware drives model). This contrast level was achieved in "Best" mode in the January media release, and is now achieved by labeling in "Normal" mode for MV 1.2 media.
- **Better contrast.** Customers who would like "darker" images than produced by the original LightScribe media can achieve this by labeling in "BEST" mode with MV 1.2 media. Imaging time will be approximately the same as for original version media, but the image will be noticeably darker.

The difference between the CD and DVD images in Media Version 1.2 is less apparent than with the original LightScribe media. The archival/shelf life of MV1.2 is expected to be comparable to the original media.

Media Version 1.2 is compatible with all existing LightScribe hardware. A simple software update — through a download of new System Software (driver) file — is all that is required for optimal labeling with MV 1.2.

### What's next for LightScribe media technology?

Using the faster Media Version 1.2 coating technology, media manufacturers will also be qualified to produce five vibrant color backgrounds — with black scribing — for CDs later in the fall of '06. With this array of color choices, media brands will be able to make product configuration decisions according to their market plans and opportunities.



DIRECT DISC LABELING

media version **1.2**  
faster labeling  
use on all  
LightScribe drives

