

**DIRECT  
TO DISC  
DIRECT TO LIFE**

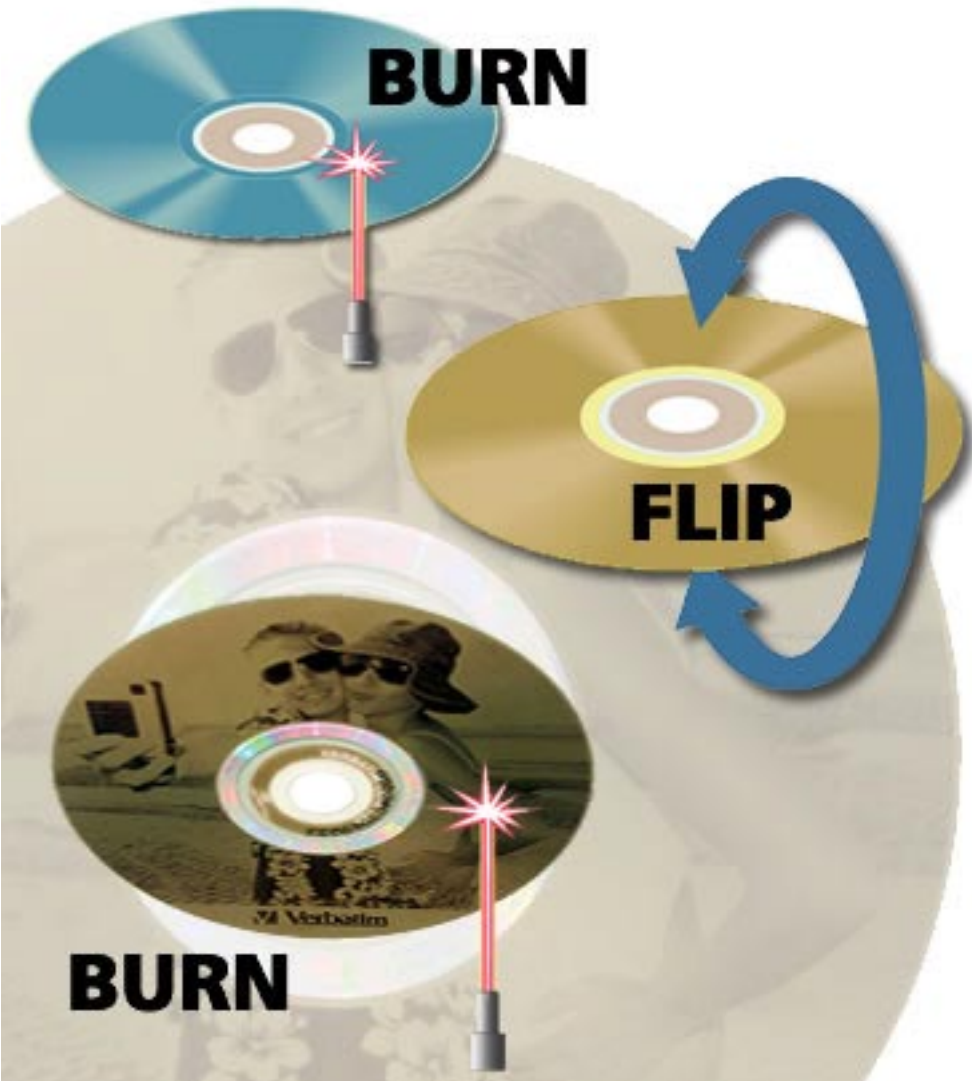


**Kiss your smeary, data-destructive marker goodbye.**

Trash those sticky paper labels that can peel off and jam your disc drive. Cut the tether to your printer. Now there's a better way to burn custom labels onto your CDs and DVDs – anytime, anywhere – using LightScribe technology.

LightScribe is simply the easiest, most impressive disc labeling solution around. With LightScribe technology, you can burn labels directly onto your CDs and DVDs using the same disc drive that burns your data.





**Simple As...** The three elements of the LightScribe system are designed to work together seamlessly: LightScribe hardware, software, and media give you great looking, customized labels for your CDs and DVDs – wherever and whenever you need them.

**Hardware.** LightScribe-enabled drives recognize and read special LightScribe media to ensure precise, consistent imaging on the disc surface for sharp, detailed labels.

**Software.** LightScribe-enabled software from your favorite software companies makes it easy to create disc labels-using your own text, photos, or designs.

**Media.** A thin dye coating on the label side of LightScribe discs absorbs laser light, which triggers a chemical reaction to give you a silkscreen-quality reproduction of your artwork, text, or photos.



## What is LightScribe?

LightScribe is a new disc labeling technology that sets a new standard for disc labeling by using the CD or DVD drive's laser to burn text and graphics directly onto the label side of specially coated discs. Labels are professional looking, high quality (similar to silkscreen), easy to create, low cost and durable.

## Will this technology work with all data formats of CD/DVD media currently available on the market?

LightScribe is capable of supporting any existing data format and is compatible with all drive designs. LightScribe-enabled media have a special coating on the label surface as well as embedded functional features. All data formats can incorporate the functional features and special coating required to make them LightScribe compliant.

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### **How does this compare with solutions for printing directly onto a disc?**

LightScribe burns a silkscreen-quality image on CDs and DVDs using laser technology. Because LightScribe does not require a separate printer, it gives you greater mobility when labeling your discs. Additionally, no separate ink cartridge is needed because the disc's coating and the drive's laser create the text images.

### **How durable are LightScribe labels? Do they fade?**

The LightScribe system is optimized to ensure that the labels last. Some minor fading may occur over time. To ensure the longest life for both label and data, discs should be kept out of direct sunlight.



### **Is it safe to handle the coated discs?**

Yes, it is safe to handle the discs coated with the LightScribe coating as they would any other disc.

### **How long does it take to burn an image on a disc?**

#### **Why does the time vary?**

The time required to burn an image on a disc varies depending on how many bands across the radius have image content and on the selected imaging mode (draft, normal or best). A simple title printed in normal mode will take a couple of minutes. A title plus content listing takes six minutes or more – again depending on the content. And a full disc image in normal mode will take approximately 30 minutes. Best mode takes about a third again as long, and draft mode about a third less time. The labeling process will run in the background so you can work on other things while the label is being made.

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