

# **Risk Awareness When Selecting Archival DVD-R/CD-R** **Caveat-Emptor – Let The Buyer Be Aware**

## **Important Industry Update**

16<sup>th</sup> April 2007

2007 marks the 15<sup>th</sup> anniversary for PRODISC Systems and the recordable optical disc in Australia. The technology is now available in thousands of permutations of format / brands / price / size / feature / colour and shape, however, consistently high performance and extended archival lifetime can only be assured with dedication to the selection of the highest purity gold, silver, recordable dyes and polycarbonate substrate components with local quality control and long industry experience. Make sure a full assessment of data loss risk (due to irreversible chemical decomposition, metallic corrosion or mechanical delamination) is undertaken *before* selecting your recordable media – *let the buyer beware!*

Since 1994, PRODISC recordable optical media products have been the preferred choice for most major Australian and New Zealand government archives, libraries, defence, broadcasting, studio and museum organisations and are only available from [www.prodisc.com.au](http://www.prodisc.com.au) or Sinclair Communications, Western Australia (ph: +61 8 9271 4993).

All genuine PRODISC **Gold Archiving** and **Silver Premium** products can be purchased from the PRODISC Systems website ([www.prodisc.com.au](http://www.prodisc.com.au)) and feature a unique “seal” of quality displayed beside each product. This identifier is an assurance of the world’s highest quality in professional optical media achieved by combining the best possible initial recording strategy whilst maintaining very long archival life after recording.

Please be informed that various Australian vendors are promoting the supply of generic, unbranded and non-accredited optical media claiming attributes of “archival”, “gold”, “master” or “premium” – terms that are historically associated with the industry recognised PRODISC range of archival media. Such vendors and products have no association with PRODISC Systems and its products

Only the PRODISC range of **archival** and **premium** optical recordable media have consistently demonstrated excellence in recordability and archival applications and with care in handling and storage will provide stability and readability over many, many decades - please see “INFO” link (<http://www.prodisc.com.au/Articles/CDandDVDMediaInfo/tabid/87/Default.aspx>) for further information on technical archiving papers and test results.

Whilst cheaper and far inferior quality products may provide short term budgetary benefits, management of the ever increasing risk of losing all recorded data should also be considered.

All PRODISC optical media, product names and descriptions remain the intellectual property of PRODISC Systems Pty Ltd, ABN 81 078 094 and any unauthorized use will lead to immediate legal action. Please report any false or misleading misrepresentation of the PRODISC (Australia) brand or any other general quality or performance issue for confidential attention by our management team;

- [info@prodisc.com.au](mailto:info@prodisc.com.au)
- Ph: +61 2 9016 4415
- Fax: +61 2 9909 3270

**PRODISC**

PRODISC Systems Pty Ltd P.O. Box 1666, Neutral Bay, NSW, 2089, Australia  
Tel: 61 2 9016 4415 Fax: 61 2 9909 3270 [info@prodisc.com.au](mailto:info@prodisc.com.au) [www.prodisc.com.au](http://www.prodisc.com.au) ABN 81 078 094 729