

# DVD FACT SHEET



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**Digital Versatile Disc (DVD):** high capacity optical recording & storage media or video, audio & general computing applications.

## DVD FORMATS:

- 6 hrs of audio (vs. 74-80 min's on a CD!)
- 4.7 GB of data, up to 9.4 if double sided DVD (7 X the data of a CD!)
- 2 hrs of video on one layer (vs. up to 45 minutes on a CD)
- 2 X the resolution of VHS, enhanced quality of video and editing capacities
- low noise
- longer lasting with a shelf life/post recording life of over 100 years
- less storage space compared to VHS tapes
- random access of information (rather than sequential of a VHS format)
- can convert older media formats to DVD

## THE TYPES OF DVD MEDIA:

- DVD-R:** -general format, write once, for audio/video/data storage
- DVD+R:** -similar to DVD-R, just a different format (uses a DVD+R player)  
-not recognized by the DVD Forum
- DVD-RW:** -re-writable, can rewrite 1000 X
- DVD-RAM:** -virtual hard disk for computers
- DVD-ROM:** -for the computer, graphics/videos

## COMPATIBILITY ISSUES: (format / write speed)

One has to be careful that the media will fit the hardware (players). For example, DVD-R media is not compatible with DVD+R players. The hardware will specify what media it is compatible with. Sony now has a 'multi-player' that will read various media types.

The other issue is the media write speed. Most are 2X and 4X, but they will be coming out with more. Again, check the hardware to see what speed media it requires. Maxell has a DVD that is varying speeds, and so is more compatible with different hardware formats. It is especially useful when you have to send someone else the DVD (to ensure that others can play it).

*More information can be found on the Maxell, Sony, Fuji or DVD Forum web sites.*



**Don't forget the packaging!!** Customize your inserts. Customize your DVD with your logo or written material. Use a Printable White DVD for your applications!  
Ph: 905-812-9663 Fx: 905-812-9116 [www.kinwood.com](http://www.kinwood.com)

