

Why DVD+RW? +Compatibility + Functionality + Simplicity = Market Appeal

There is a positive difference among the formats available for DVD recording. The DVD+R/+RW format adds up to the smart choice for consumers for a number of reasons. Here are a few of them:

Compatibility

Both DVD+R/+RW and DVD-R/-RW recorders and drives are compatible with most existing DVD players and DVD-ROM drives. But there are differences. Here's the compatibility data from independent tests by IntelliKey Labs

DVD+R	DVD-R	DVD+RW	DVD-RW
95.7%	85.3%	79.3%	76.1%

(The DVD+R/DVD-R figures include combined IntelliKey Labs test results from August 2002, January 2003 and March 2003 of 216 players and 36 DVD-ROMs. The DVD+RW/DVD-RW figures include combined IntelliKey Labs test results from August 2002 and January 2003 of 159 players and 17 DVD-ROMs.)

DVD+RW has a single recording mode that provides maximum editing functionality and maximum compatibility. DVD-RW has two recording modes: VM Mode maintains compatibility but doesn't permit any editing; VR Mode allows editing but it incompatible with most existing DVD players and DVD-ROM drives. The IntelliKey Labs figure for -RW is for VM Mode. For VR Mode, the figure would be much lower.

Functionality and Simplicity

The DVD+R/+RW format offers of wide variety of writing and editing features that make it the most functional and easiest to use DVD recording format on the market. They include:

- Direct editing on disc - Mt. Rainier support
- Multi-session writing - Single-mode recording
- One disc for data and video - Robust addressing method making media more reliable for handling

Market Appeal

DVD Drives: DVD+R/+RW writeable drives quadrupled their worldwide market share in 2002. With the strong support of world's two largest PC manufacturers (HP/Compaq and Dell) DVD+R/+RW market momentum in factory-installed drives is likely to grow. In U.S. after-market sales, DVD+R/+RW drives accounted for 55% of the market in the fourth quarter of 2002. With dual-mode drives, DVD+R/+RW was available in 75% of the after-market drives sold.

DVD Recorders: DVD+R/+RW recorders are the most popular choice in every region in the world where they are available. About 60 percent of the DVD recorders shipped in the United States in the fourth quarter of 2002 were DVD+R/+RW machines.

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