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TDK OFFERS THE WORLD'S MOST ADVANCED RECORDABLE BLU-RAY DISC TECHNOLOGY TO OEM CUSTOMERS

-- Leader in Recordable Blu-ray Disc R&D Offers Capacity, Speed, Durability and Printable Surface Innovations --

GARDEN CITY, NY, November 16, 2007 – TDK Electronics Corporation, a world leader in advanced recording media technology, is now offering its innovative recordable Blu-ray Disc technology to OEM customers. Harnessing TDK technology can accelerate high-end OEM customers to the forefront of Blu-ray Disc capacity, speed, durability and printable surface advancements. TDK's OEM customers experience the powerful advantages of working with the brand that has achieved more firsts for the Blu-ray recordable media format than any other company.

"From research and development to manufacturing, TDK has achieved numerous innovations for the Blu-ray Disc format, including capacity, recording speed, durability and printable surface breakthroughs," commented Paul Roberts, Manager, TDK OEM Recording Business, USA and Europe. "By partnering with TDK, OEM customers gain the unique opportunity to benefit from TDK's proprietary Blu-ray Disc technologies and expertise in pioneering new Blu-ray advancements."

Remarkable Capacities, Speeds and Durability

Partnering with TDK is an important step for OEM customers to take in positioning themselves to benefit from upcoming capacity advancements.

TDK manufactures Blu-ray Discs to the highest quality standards at the company's Chikumagawa Techno Factory in Japan. Outfitted with state-of-the-art technology, the Chikumagawa factory is poised to lead the charge on optical media development well into the future.

TDK Technologies Make Bare Blu-ray Discs a Reality

TDK created the first hard coating technology for Blu-ray Discs, eliminating the need for cumbersome cartridges to protect the sensitive media. All TDK manufactured Blu-ray Discs incorporate this protective coating, which provides strong resistance to threats such as scratches and fingerprints. Often imitated, but never duplicated by competitors, TDK's proprietary hard coating technology is a key advantage in realizing the exceptional durability and reliability of TDK manufactured Blu-ray Discs.

TDK's material science has already enabled to the company to create the industry's only 200GB blue laser disc. This remarkable innovation was achieved by stretching the physical margins of blue laser technology, enabling a disc to store up to 33.3GB per layer. The 200GB advancement followed TDK's exclusive development of a 100GB blue laser disc.

Leading the Industry in Speed and Precision

Continuing the trend, TDK created another industry first by introducing two new write-once Blu-ray Discs capable of recording at 4x speed. TDK 4x 25GB Blu-ray Disc can be fully recorded in 22 minutes, and a TDK 4x 50GB Blu-ray Disc can be fully recorded in 45 minutes, cutting the recording time in half

in comparison to 2x Blu-ray Disc media. TDK 4x Blu-ray media is currently available to meet the needs of its OEM customers.

Recordable, Printable, Remarkable

Leveraging its expertise in media surface treatments, TDK has developed leading quality printable surface coatings for Blu-ray Disc media. With the introduction of printable surface recordable Blu-ray Discs, TDK has attained another milestone. TDK printable surface Blu-ray Discs deliver professional printing results, yielding the highest quality output from a broad range of inkjet and thermal disc printing devices. The coatings allow printing all the way to each disc's hub for maximum visual impact. Blu-ray Discs with printable surface coatings are available to TDK's OEM customers.

TDK's proprietary printable surfaces yield the highest quality output from a range of devices including Microboards, Microtech, Primera (including the Primera Accent II Disc Laminator), Rimage Everest and TEAC*. The printable Blu-ray disc for inkjet systems features a blank, matte white surface, and the printable Blu-ray Disc for thermal systems features a blank, glossy white surface. Both allow printing all the way to the disc hub, to maximize visual impact.

The New Blu-ray Disc Frontier

Continuing to validate TDK's leadership position in Blu-ray Disc technology, TDK was the first company to manufacture 8cm recordable Blu-ray Discs. Available in both BD-R (recordable) and BD-RE (re-recordable), each 8cm Blu-ray Disc offers 7.5 gigabytes of capacity, ample to store 60 minutes of full-quality high-definition video. TDK once again utilized its expertise to create the ideal discs for the emerging generation of Blu-ray based HD camcorders. By offering a full 60 minutes of HD recording time and capturing footage directly on removable optical media, TDK manufactured 8cm Blu-ray Discs provide unprecedented ease-of-use and performance capabilities to camcorder users.

Because camcorder media is frequently handled in its day-to-day use, exceptional disc surface durability is required. TDK's hard coating formula robustly protects the disc surface against common contaminants such as scratches and fingerprints to ensure reliable capturing and playback.

The Right OEM Partner Choice

TDK manufactured Blu-ray Disc media is widely recognized for its unsurpassed performance and quality. As the only media company that is a founding member of the Blu-ray Disc Association and a Blu-ray Disc Association Board of Directors member, TDK continues to play a key role in the format's advancement.

Summary of TDK Blu-ray Disc Cutting Edge Technologies

1) The first to offer 4x recording capabilities. Reduces recording time by half compared to 2x disc.

A recording layer boasting high sensitivity is utilized for compatibility with 4x recording (144Mbps transfer rate). 4x recording reduces recording time by half compared with the previous 2x disc. 4.7GB of data can be copied in less than 5 minutes, which is comparable to a DVD-R recording speed of 16x.

2) Exclusive and proprietary hard coating provides significantly greater resistance to scratches and dirt (particularly fingerprint smudges), ensuring safe use even without a cartridge.

Since the area of the laser spot on the Blu-ray Disc is small (about one-fifth that of the DVD), scratches or dirt on the recording surface can have an especially detrimental effect, causing errors. TDK's hard coat

overcomes the issue by offering significantly higher resistance to scratches, and exceptional resistance to dirt and grime (particularly fingerprint smudges).

3) Exclusive, high-precision spin coating process creates a cover layer with nano-precise smoothness for breakthrough stability.

The precision and smoothness of the cover layer is extremely important, because the laser beam must cleanly pass through the cover layer in its path to the recording layer. To form this cover layer, TDK utilizes an exclusive high-precision spin coating method. The thickness of the cover layer is controlled to the nano-level. As a result, the load on the focus servo circuit used to correct laser beam positioning is reduced, enabling breakthrough stability.

4) Recording layer utilizing inorganic material in a metal, dual-layer structure is unaffected by exposure to light, giving it outstanding archivability.

Previous write-once optical media such as CD-R and DVD-R utilized organic dye for their recording layers. Write-once type BD-R media is based on a completely new concept for the recording material wherein a two-layer structure composed of silicon (Si) and copper alloy (Cu) inorganic materials is utilized. When heated by the recording laser beam, these melt and the Si and Cu alloy become a composite to form recording marks. Because the material is inorganic, it is not affected by light, and offers superior archivability.

About TDK

TDK Electronics Corporation is a subsidiary of TDK Corporation (NYSE: TDK), a global electronics company headquartered in Tokyo, Japan. A leading supplier of advanced recording media technology to OEM customers in the Americas and Europe, TDK Electronics Corporation is on the forefront of next-generation technologies such as Blu-ray Disc recording media, an optical disc ideally suited for data archival and high-definition video recording. TDK Electronics also offers professional data storage solutions including LTO Ultrium media, DAT-72, DAT-160 and DDS4.

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