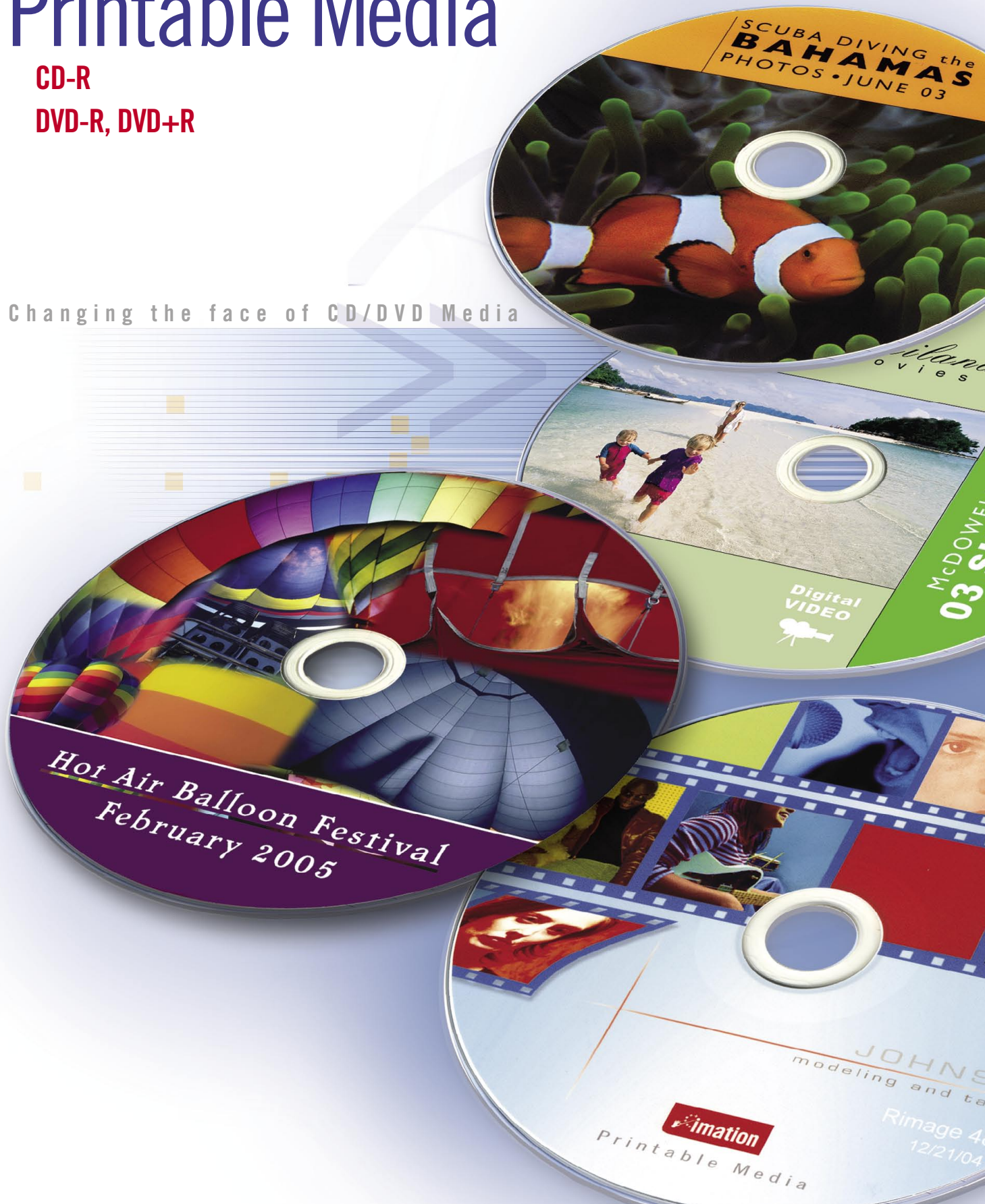


# Imation Printable Media

CD-R

DVD-R, DVD+R

Changing the face of CD/DVD Media



# Create a lasting impression with Imation CD/DVD Printable Optical Media

The appearance of a company's digital creative is as important as the look of its business cards, annual reports and other corporate materials. The more professional their duplicated CDs or DVDs look, the better the company or organization is portrayed. With Imation Printable CD or DVD Media—and a special inkjet or thermal printer—any organization or individual can create high-quality, custom-printed duplicates. Imation Printable CD/DVD Media can also be screen printed, offering even greater design flexibility. And non-professionals will be pleased to know that Imation Printable Media can be used with most home desktop CD or DVD printers/duplicators, giving their personal creations a professional touch.

## Applications

- PowerPoint presentations
- Promotional material
- Catalogs
- Architectural drawings or CAD files
- Audio/visual productions
- Customized software or installation programs
- Home movies
- Community programs
- Wedding albums
- Special events
- Model portfolios
- Training manuals
- Student or faculty files

## Specially engineered surface for high impact printing

Imation is changing the face of printable media with its inkjet and thermal printable optical discs. These discs have raised the bar for print quality on optical-media.

Imation Printable Media is available in cost-effective 25-, 30- and 50-pack spindles. And all of Imation's CD or DVD Printable Media is tested to meet Imation's exacting standards, so your custom-printed media will perform as good as it looks.

## Print to the surface's full-capacity

The print surface of Imation Printable Optical Media extends all the way to the hub, offering even greater design possibilities.



Developed in conjunction with leading manufacturers of duplication and printing systems

In order to provide the optimum media for printing systems, Imation worked with the world's leading manufacturers of automated CD and DVD duplication and printing hardware: Condre, Primera and Rimage.



# Printable media has clear advantages over traditional labels

**Cost effective** — Imation Printable Media generally costs less than purchasing traditional media and labels. While a CD/DVD-capable printer represents an additional expense, you'll need a printer to print labels anyway. And today most CD/DVD-capable printers are comparable in cost to inkjet printers.

**Less time consuming** — On larger print runs, a significant amount of time can be spent positioning labels on discs. On most CD/DVD-capable printers, alignment is automatic so there are fewer mistakes.

**Reduced likelihood of drive or player damage** — Over time, labels can sometimes peel or curl and damage drive and player mechanisms. With printable media, images are printed directly onto the surface of the disc so drive damage is less likely.

**A more professional appearance** — For the highest quality results, Imation Printable Media is the only choice.

## The difference between inkjet and thermal transfer printing

With Imation Printable Media, you can professionally customize your DVD/CD creations using either inkjet or thermal printers. What's the difference between the two? And which one's the best for you? The following comparison will help you decide.

### Inkjet printing

In inkjet printing, the ink solution is sprayed onto a disc surface that is specially designed to receive, hold and absorb the ink droplets. The technology produces photographic quality results for sophisticated, multi-color, high-resolution graphics and images on your DVDs and CDs. Inkjet printing offers a higher dpi level than thermal printing—up to 2,400 dpi, depending on the printer—and ink cartridges cost less than thermal ribbons. But expect a lower throughput than when using thermal ribbons (about 300 discs per inkjet cartridge vs. about 700 discs per ribbon). Also, inkjet images are more susceptible to smudging and thus require time to dry (however, clear spray coats and laminator-type machines can easily seal inkjet printed surfaces).

In short, if photographic quality and cheaper supply costs are important to you, you don't expect to print large volumes of discs and you can factor in some drying time or sealing process, then inkjet printing could be right for you.

### Thermal transfer printing

Basically, thermal printing employs a heat transfer ribbon that bonds the images to be printed directly onto the thermal printable DVD or CD. Thermal ribbons cost more than inkjet cartridges, but the trade-off is that you can print more discs per ribbon. Plus, the print surface is more durable—with less risk of smudging—than with inkjet printing. And while a variety of color ribbons are available, including some two- or three-color ribbons, thermal printing is designed more for basic, one-color applications, such as simple words, logos, line art, etc. And though some new thermal printers now offer photographic quality to compete with inkjet printers, the equipment and consumable costs are still on the high side.

So if you don't need fancy graphics or photographic quality for DVD/CDs, but you do have a lot to print and you want a more durable, smudge-free surface, thermal transfer printing is probably your best bet.

Whichever printing method you choose, you'll get the best possible results with Imation Printable Media. There's no comparison.





Imation Corp  
1 Imation Place  
Oakdale, MN 55128-3414  
651 704 4000  
888 466 3456 phone  
800 537 4675 fax  
[www.imation.com](http://www.imation.com)  
[info@imation.com](mailto:info@imation.com)

Imation Canada Inc.  
P.O. Box/C.P. 5440  
London, Ontario  
N6A 5Z6 Canada  
888 466 3456 phone (*tél*)  
888 864 2260 fax (*télec*)

Imation Latin America  
6205 Blue Lagoon Drive  
Suite 600  
Miami, FL 33126  
305.460 7999 phone  
305.460 7998 fax

For more information about Imation Printable Media, visit [www.imation.com](http://www.imation.com)