



Simply Superior Performance



DVDR I 648K and DVDR I 628K
True dual-format DVD ReWriters
with double-layer compatibility

www.philips.com/storage

PHILIPS

The next step in compatibility, speed and capacity

True dual format at 16x speed

The Philips DVDR1648K and DVD1628K internal DVD ReWriters deliver precisely what the market wants: speed, convenience and capacity in a reliable device. Offering a fast 16x writing speed for both DVD+R and DVD-R discs, they also have dual format compatibility for the latest DVD+R DL and DVD-R DL Double-Layer formats. They are the perfect choice for enhancing or upgrading a PC.

Double-Layer compatibility

The Double Layer discs (DVD+R DL and DVD-R DL) offer a massive 8.5GB storage (equal to 13 CDs or 4 hours of high-quality DVD video, enough to back up a complete movie plus extras). DVD+R DL can be written at 8x speed on the new Philips drives reducing the burning time to less than 15 minutes for a full 4 hour video DVD. (4x for DVD-R DL). Both layers are on one side, so there's no need to turn the disc over. A recorded Double Layer is DVD9-compatible, meaning it can be played on video DVD-players.

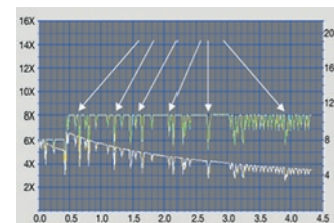


Confidence and reliability

Philips has been deeply involved in optical storage from the birth of the technology and is still on the leading edge today. As co-developers of the 'plus' recordable and rewritable formats and Double Layer technology, and a company with an excellent reputation in both the consumer electronics and computer peripheral domains, customers have confidence in Philips.

Dynamic Calibration for quick and reliable recording

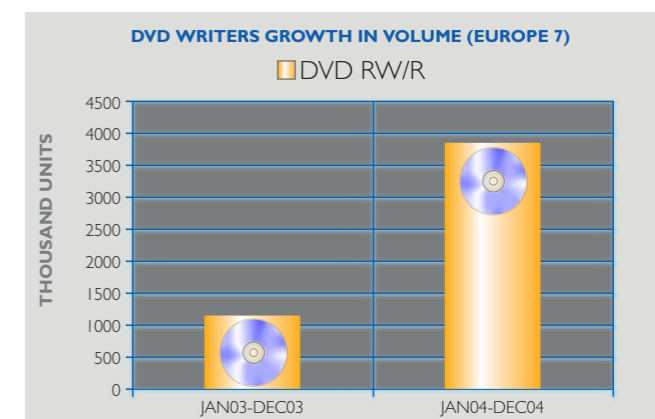
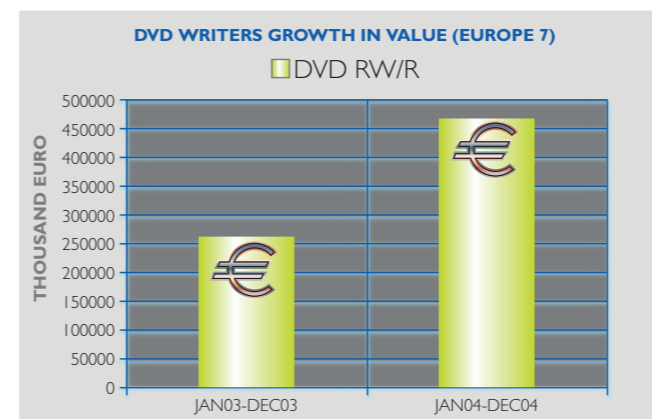
Dynamic Calibration monitors the burning process as it takes place to guarantee optimal playback compatibility. This DVD-writing innovation uses a number of separate real time techniques, including 'Walking OPC' to maintain optimal laser power across the complete disc, and 'Tilt Control' to adjust the angle of the laser beam with the disc surface to compensate for non-flatness. The result is a perfect disc, with optimal playback compatibility.



Interruption of Writing process for Dynamic (re-)Calibration. This allows you to deal with the inconsistencies in the quality of blank media. Even high-quality blank media have variations in the burning layers, which are overcome with Dynamic Calibration.

A market that keeps on growing

Just as the speed of DVD rewriting technology moves relentlessly forward, the market for both internal and external drives continues to boom. This growth is stimulated from two sides. On the one hand, DVD media offers much greater capacity and recording speeds. And on the other hand, the processing power and speed of affordable PCs has reached such heights that video manipulation applications – once the exclusive domain of professional studios – are now popular at home. Since around 80 percent of DVD burners are used for video-related applications, the growth is set to continue for some time.



Premium pack

The DVDR1648K is supplied with a 16x DVD+R disc plus the full Nero software suite. This software includes everything needed to get going with DVD and CD burning and authoring, DVD-video, photo and multimedia capturing, creating labels and a host of other applications. It really is the ultimate optical solution.



Standard pack

The DVDR1628K offers exactly the same performance as the 'Premium pack' DVDR1648K, but without the 16x DVD+R disc and only a trial version of the Nero software. This gives customers a lower cost option without sacrificing hardware quality or performance. The trial software can be used for 30 days. If satisfied, the user simply pays a nominal amount to download the full software version on-line.



Satisfied customers means fewer returned products

Particular attention has been paid to ease of installation and use for both hardware and software to provide a true 'out-of-the-box' experience for the user. For less-experienced users of this type of drive, a very detailed and highly visual step-by-step installation guide is provided. This guide has been thoroughly user-group tested (see figure), and received a very positive response. It has helped reduce the field call rate to a level better than industry average. This also means fewer returns to the store.

The DVDR1648K and DVDR1628K record at the following speeds:

- 16x DVD+R and DVD-R
- 16x DVD-ROM
- 8x DVD+RW
- 6x DVD-RW
- 8x DVD+R Double layer
- 4x DVD-R Double layer
- 40x CD-R
- 32x CD-RW
- 40x CD-ROM

