

TIPS FOR PROLONGING THE LIFE OF YOUR DVDS

- 1) Handle discs by the outer edge or the center hole.
- 2) Keep dirt or other foreign matter off of the disc.
- 3) Store discs upright (book style) in plastic cases specified for DVDs.
- 4) Return discs to storage cases immediately after use.
- 5) When not in use, leave discs in their cases to minimize the effects of environmental changes.
- 6) Store discs in a cool, dry, dark environment with clean air.
- 7) Remove any dirt, foreign materials, fingerprints, smudges, or liquids immediately. Using cotton fabric, clean the disc by wiping in a straight line from the center of the disc toward the outer edge.
- 8) Use DVD cleaning detergent, isopropyl alcohol, or methanol to remove stubborn dirt or material.

THINGS TO AVOID:

- 1) Do NOT touch the surface of the disc.
- 2) Do NOT bend the disc.
- 3) Do NOT use adhesive labels on the disc.
- 4) Do NOT store discs horizontally for long periods of time (years).
- 5) Do NOT expose discs to extreme heat or high humidity.
- 6) Do NOT expose discs to extremely rapid temperature or humidity changes.
- 7) Do NOT expose the discs to prolonged sunlight or other sources of ultraviolet light.
- 8) Do NOT clean by wiping in a direction going around the disc.
- 9) Do NOT write or mark in the data area of the disc (the side that the laser "reads").

DON'T GET RID OF YOUR OLD PLAYER JUST YET!

If you have an old DVD player, there are ways to update your player's programming so that it will recognize the different DVD formats. Contact the manufacturer of your DVD player for more information (ask about 'firmware' upgrades). There are also many inexpensive DVD players now on the market that will playback all of the various DVD formats.

The data track of a DVD is only 0.74 microns wide. For comparison's sake--a single hair is typically 50 microns in diameter. That means 67 DVD 'grooves' would fit within the width of a single human hair!

If you choose to transfer your video programs to DVD, don't throw away your videotape masters. Always keep them as a back-up copy. Why? One bad scratch on a DVD can ruin some or all of the data on the disc. Also, if your DVD video is important to you, it's a good idea to make a back-up DVD copy and store it in a safe place.



4528 Concourse Drive • Ann Arbor MI 48108
phone: 734-213-0500 fax: 734-213-0100
russellvideo.com

***Everything that you
need to know about
your new DVDs
(and then some ...)***



A guide to the world of DVD-R

If you have a DVD created or duplicated at Russell Video, it will be on a format called DVD-R ("DVD dash R"). How is this different than your store-bought Hollywood DVDs, you ask?

Hollywood DVDs are manufactured through an injection-molding stamping procedure called DVD replication. DVDs created by this process conform to the same quality standards and are playable on 99% of the players on the market. However, because DVD replication is an industrial sized, assembly-line process, it isn't an effective way to make DVDs in quantities under 1,000 discs.

In order to make the DVD format more available to consumers and businesses looking for a smaller quantity of discs at an affordable price, a variety of burnable DVD formats were invented. These discs are similar in concept to burnable CDs: a special disc drive ("DVD burner") uses a laser to write your information to the DVD, storing the data on a recordable layer of organic dyes.

Burnable DVD media comes in different formats (DVD-R, DVD+R, DVD-RW, DVD+RW, DVD-RAM) and are manufactured by different companies. Each manufacturer uses their own 'secret recipe' of organic dyes to store your information. In theory, all of the discs should work the same. However, in practice, some DVD players won't read the discs because the players are not compatible with the different formats and dye formulations.

So how does this affect you? Hopefully, it shouldn't. Russell Video uses the DVD-R format for duplication of your DVDs because this format has the highest compatibility among the DVD players being sold today (approximately 90-95%). Also, we purchase our blank DVD-R media from only the highest quality manufacturers to guarantee consistent playback results.

In the end, DVDs are a great way to enjoy your video programs. Just remember: as technology changes, and advances in burning and storage capacities make DVD a more flexible format, there will be some cases where the hardware will lag behind.

Be aware--the older your DVD player, the greater the possibility that you might not be able to playback a DVD-R disc. Please refer to the owner's manual for your DVD player to verify its ability to playback DVD-R discs, or visit www.videohelp.com/dvdplayers on the web to find out which formats your player can handle.

DVD TROUBLESHOOTING

Are you having trouble playing your DVD-R disc? Try these steps to troubleshoot the problem:

- 1) **Press the 'Play' button.**
Some DVD players will not automatically play a DVD-R until you tell it to play.
- 2) **Make sure that the disc is loaded into the player label side up.**
- 3) **Make sure that the data surface of the disc is clean.**
The data surface is the side of the disc that has a purple tint to it. Fingerprints, dust, or other debris on this surface will prevent the laser from reading the disc correctly. Carefully clean the disc by first blowing off any foreign debris, and then wiping the disc with a clean cotton fabric in a straight line from the center of the disc toward the outer edge.
- 4) **Try playing your DVD-R in another DVD player.**
If the DVD-R disc will play in another player, chances are, the first player probably cannot play DVD-R discs.

- 5) **Check the physical condition of your DVD-R disc.**
If your disc is warped, scratched, cracked, or physically damaged, the DVD laser will have a difficult time reading the data from your disc. If this is the case, you will probably have to replace the damaged disc.
- 6) **Double-check your owner's manual to verify that your DVD player can play DVD-R discs.**
- 7) **Check to make sure that your DVD player is hooked up to your TV monitor correctly.**
Try playing a DVD that you know will work in your player. If you cannot see a program, then your player may not be hooked up correctly. If another disc plays back fine, your player may not be able to read DVD-R discs.
- 8) **Check to make sure that your computer has the proper hardware/software to play the disc correctly.**
Your computer must be equipped with a DVD drive to play the disc correctly (a CD-ROM drive will NOT play a DVD.)
- 9) **The DVD player lens may be dirty.**
If you cannot playback any disc on your DVD player, it may mean that the DVD laser lens is dirty. Before you buy a new player, try cleaning the laser lens. Lens cleaning kits are available at many retail outlets.

Always test the playback of your new DVD-R discs in your DVD player BEFORE an important meeting or special event. This will help ensure that the DVD-R discs that we make for you are compatible with your player and will playback glitch-free. Remember to watch the entire video to make sure that there are no surprises. If your meeting or special event is important, we suggest playing your video using videotape, or at least having a videotape back-up for emergencies.