

Verbatim: World's first supplier of single-sided 30 GB HD DVD Dual Layer

[Verbatim](#) is the first brand to launch a single-sided, writeable dual-layer HD DVD-R with 30 GB of data capacity, which is compatible with current drives and burners in the market. The new, high-definition medium offers space for up to four hours of film material in HD quality. "The growing popularity of high-definition TV and programmes in particular is pushing up demand for recording media with a high storage capacity for high-resolution content," says Torsten Leye, Marketing Manager Optical at Verbatim. The new HD DVD-R DL 30 GB's proven AZO recording layer technology ensures a high degree of laser sensitivity and error-free reading of the data. Verbatim also uses the DVD-R DL 2P manufacturing process in the production of the HD DVD-R DL. With this method, the two layers are produced one after the other on one side of the HD DVD. Outstandingly precise stampers and precision moulding equipment ensure perfectly flat HD DVDs that comply with all the standards for high recording quality. "In the development of the dual-layer HD DVD-R, we were able to rely on both our technology and our production expertise that we gained in producing the world's first writeable, single-sided dual-layer recordable DVD, as well as in our expertise in the manufacture of single-layer HD DVD Rs," says Leye. The new media not only offers a significantly higher storage capacity, but also excellent burner compatibility and maximum reliability for long-term data archiving." "We have been satisfying our customers' needs for many years through the ongoing development of high-quality and reliable storage media," says Leye. "Today, we are the first to market with the new dual-layer HD DVD-R 30 GB and thus well-positioned in a sector that will continue to grow strongly in years to come."

About the Author

Since 1969, [Verbatim](#) has been shaping the development of data storage technology – from floppy disks and magneto-optical storage media to the latest CD and DVD formats, USB keys, Flash memory cards and computer accessories. Verbatim is part of the Mitsubishi Chemical Corporation Group and benefits from the outstanding research and development department. The company is the European market leader for optical media.

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