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News Releases

News Releases 2005

October 24, 2005

MKM meets needs of creative professionals with new "Green Tune" CD-R Mastering Disc responds to the creativity of professionals

Mitsubishi Kagaku Media Co., Ltd.

Mitsubishi Kagaku Media Co., Ltd. (MKM) (Head office: Minato-ku, Tokyo; President: Shigenori Otsuka) today introduced a new mastering disc called the "Green Tune" CD-R. "Green Tune" is a mastering disc that maximizes sound reproduction quality and meets every requirement for professional operations in the music studio. The new disc will be marketed to professionals in Japan starting in late November.

To record and reproduce sound with the highest possible fidelity, "Green Tune" discs offer newly developed labels with green "silent coat"*¹, AZO*² recording layers and high-precision molding technology*³ which have a well-earned reputation for fidelity and reliability. These elements all work together to bring the new "Green Tune" CD-R discs to the level professionals demand.

Amary case not only protects the precious master disc from damage, but also eliminates possible bending caused when pulling discs from conventional cases.

As the DDP format*⁴ penetrates further into the world of mastering, MKM will continue to develop "Green Tune" DVD-R that meets the exacting standards of music industry and respond to needs of customers.

Our objective is always -

" Something a Bit Advanced "

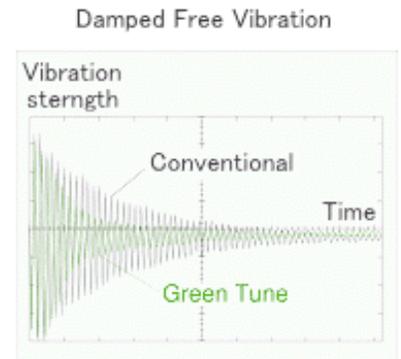
NOTE:

Mastering refers to the creation of a master disc from which other CDs are created. In the case of music CDs, mastering includes the mixing, volume control, over-recording, coding, selection order, and other steps necessary to create the final version, the master from which all the CDs for the market will be made.

[Technical Information]

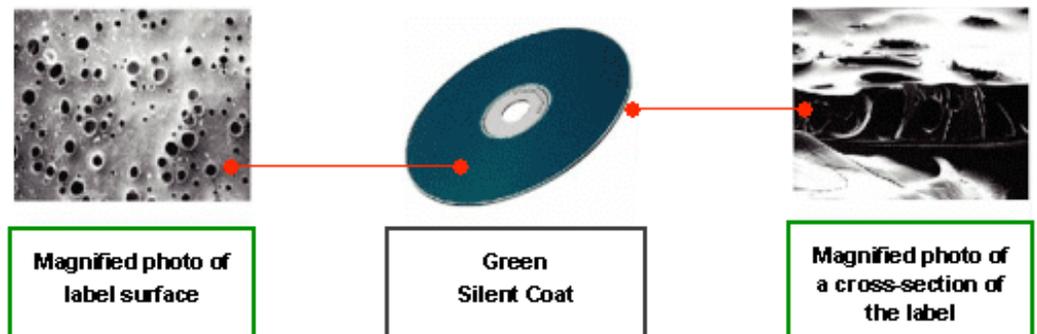
*1 **New green silent coat's porosity works to reduce vibration.**

The label is covered with green ink. Its porosity, created by tiny air bubbles, helps reduce disc vibration, and works to hold down any vibration from exterior sources as well. (See how the label's ink can suppress vibration.)



(Comparison with MKM conventional discs)

*Products on the market will have a white surface for labeling by inkjet printer.



* The photo shows before labeling white surface with by inkjet printer.

*2 **AZO dye recording layers show superior resistance to sunlight and excellent durability, and store well over long periods of time.**

AZO recording layers are unaffected by sunlight and other environmental factors, and have a proven track record for reliability. "Green Tune" CD-R employs "Super Azo dye", which ensures broad compatibility for professionals.

*3 **High-precision molding technology reduces load on pickup and motor.**

High-precision molding helps reduce wobble of the disc surface, ensures precision tracking grooves, and prevents track eccentricity. It also helps prevent double refraction and other phenomena that affect the focus and tracking servos. This reduces the load on pickups, spindle motors, and electronic circuitry.

*4 **Disc Description Protocol (DDP) format**

The master disk file format necessary for manufacturing optical discs.

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