

# MediaCoat™

## *Marking the Play Side of Optical Media*

MediaCoat™ is a breakthrough system that allows the application of high-resolution graphics, text, alpha-numerics and barcodes over the entire play side of discs. This unique product is compatible with all pre-recorded optical media formats and industry specifications, including DualDisc, DVD[plus]®, and all CD and DVD formats, and will be compatible with HD-DVD and Blu-ray formats. MediaCoat now unlocks the potential for placing targeted marketing messages on the play side of audio, video, gaming and software discs. The MediaCoat system can be seamlessly integrated into existing replications processes.



## *Labeling for Double Sided Discs*

For the first time, the entertainment, software and gaming industries can label both sides of double sided discs with pictures, text and graphics. MediaCoat also improves the durability of discs through **superior scratch-resistance**.

## *Can't Miss Marketing*

Every year more than 11 billion pre-recorded CDs and DVDs are produced. With MediaCoat, you can transform discs into powerful, "can't miss" marketing media. That translates into prime advertising space, equivalent to 2 billion magazine advertising pages, 600 million newspaper advertising pages or 6 million billboards.