

# fact FILE

## LightScribe CD and DVD Media (v 1.2)

### Create a professional image using Direct Laser Imaging

LightScribe is an innovative technology that offers consumers and businesses a simple, no-hassle way to burn professional, silkscreen-quality labels on their CDs and DVDs. Because the labels are laser-etched – not printed – there is no ink, no smudging, and no peeling. Using the same laser that burns data in their disc drives, customers burn their data as always, flip the disc over, reinsert it into the drive and burn a precise label.



#### The newest LightScribe Media Version 1.2\* offers

- Faster-burn time. Full label now approximately 20 minutes vs. 30 minutes for media version 1.1
- Gold background becomes lighter, allowing a higher contrast image
- Available in CD-R 52x 10 pack showbox and DVD+R 16x 5 pack showbox

Soon Imation will offer the latest development of LightScribe Media, the five new vivid colour-background – red, orange, yellow, blue and green – CDs so consumers can add more individuality, creativity and flair to their customised CD labels!

#### Benefits:

- **Professional-quality labels:** Laser precision and detail mean no more markers or sticky labels on your disc
- **Simplicity:** Just burn the disc, flip it, and burn the label
- **Mobility:** No need for a printer! Your disc can be labelled wherever and whenever data is burnt on it
- **Creativity:** Freedom to combine text and graphics to label your disc

\* LightScribe Media Version 1.2 coating technology is compatible with existing LightScribe-enabled drives and labelling software after a simple download of an updated driver file.



Imation – not all technology is the same





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## LightScribe Direct Disc Labelling Technology requires three elements

- **LightScribe-enabled optical disc drive (ODD)**  
Minor modifications to the burner enable validation of media types and control the speed and focus to burn the label on LightScribe compatible media
- **LightScribe-compatible media**  
LightScribe Media has a micro-thin coating of a highly specialised material on the label side of the disc. LightScribe media can easily be identified by the LightScribe logo on media packaging and in the lower hub of every disc
- **LightScribe-supported software applications**  
Licensed software applications will help users to deliver the desired label to the LightScribe disc

## Direct Laser Imaging

Your LightScribe-enabled CD/DVD disc drive contains a special laser that pushes light energy into a thin dye coating on the label side of the disc. The light from the laser causes a chemical change in the dye coating that shows up as a visible point on the disc. With laser precision, LightScribe delivers a closely controlled quantum of light energy to multiple points on the disc as it spins in the drive.

The result is a high-resolution reproduction of the artwork, text or photos you composed in the software application. Try it!

For more information about LightScribe media, contact your Imation sales representative, or visit [www.imation-europe.com](http://www.imation-europe.com)

“Let each man exercise the art he knows”

Aristophanes



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