

## Press release

### 'Green wave' reaches the electronics industry

#### ODS representative study:

#### **The electronics industry can respond to environmentally aware consumers – EcoDisc as an ecological alternative to the DVD-5.**

Hamburg, Germany, 11th October 2007 – Electronics products manufactured in an environmentally friendly manner have enormous market potential. This is the outcome of a representative survey of 1,012 consumers from tns infratest on behalf of ODS, Europe's leading manufacturer of CDs and DVDs. As the creator and supplier of the EcoDisc, ODS is a pioneer in environmentally friendly electronic products. The EcoDisc is a data storage medium comparable to the DVD-5 with a surprisingly good environmental performance evaluation.

More than 81 per cent of those surveyed said that they would purchase an EcoDisc over a standard DVD if price and quality were identical. 49.5 per cent of survey participants are even willing to pay more for ecologically manufactured electronic products for the sake of the environment. DVD consumers have never had to do this with the EcoDisc. Thanks to smarter technology, ODS dispels the commonly held preconception that environmentally friendly electronic products have to be more expensive.

There is currently little product awareness of consumer electronics that are manufactured in an environmentally friendly manner. Only 36 per cent of respondents were aware that manufacturing processes for DVDs differ in terms of ecological compatibility. At the same time, over 84 per cent would like more ecologically manufactured electronic products on retailers' shelves.

Eleven per cent of respondents knew of the EcoDisc, successfully introduced by ODS into Germany and numerous other European countries some months ago. An innovative data storage medium, the EcoDisc is surprisingly environmentally friendly while still featuring all the standard characteristics of a DVD-5. For example, compared to a conventional DVD-5, CO<sub>2</sub> emissions are reduced by 56 per cent in the manufacture of these discs. 50 per cent less polycarbonate (material used in the manufacture of CDs and DVDs) is used. No non-biodegradable adhesive is used in the EcoDisc. The EcoDisc takes yet another step forward: reduced weight and thickness offers environmentally sound savings in transport and logistics.

In comparison, almost half a metric ton of adhesive is automatically transported with 600,000 DVD-5s. This can be completely written off with the EcoDisc. It reduces costs and increases environmental friendliness – a win for both the economy and the

environment. These advantages gave a clear sign – ODS has so far sold several million EcoDiscs across Europe.

### The EcoDisc from ODS: features at a glance

- 56 per cent less CO<sub>2</sub> emissions during manufacture than the DVD-5
- Around 50 per cent reduced weight and 50 per cent thinner
- No environmentally harmful adhesive
- Completely recyclable
- Flexible and pliable
- Identical storage capacity to a DVD-5 (4.7 GB)
- Can be played in almost all standard DVD players

“The results of the tns infratest survey show how great demand is for ecologically compatible products in consumer electronics,” says Wilhelm F. Mittrich, CEO of ODS. “With the development and launch of the environmentally friendly EcoDisc, ODS has established itself as a ‘first mover’ in staying abreast with the changing European DVD market. In the future we will continue to focus on maintaining our economic and ecological cutting edge through innovative and timely ideas.”

For further information about the EcoDisc, please visit our website at [www.ecodisc.net](http://www.ecodisc.net).

### About ODS

The ODS Group, based in Hamburg, Germany, is the largest producer of CDs and DVDs for the European market. Its most important manufacturing site is located in Dassow in Mecklenburg-Western Pomerania, Germany. With a production volume of three million discs per day, ODS produces data storage mediums as promotional inserts for newspaper and magazine publishers, music CDs, film and games DVDs, Dual Discs and HD DVDs for the entertainment industry as well as promotional and training materials for large companies. Outside of Germany, ODS has manufacturing sites and sales and service offices in Great Britain, France, the Netherlands, Italy, Spain, Portugal, Denmark, Sweden, Poland, Hungary and Romania.

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