

## PRESS RELEASE

### Innovation from ODS: Environmentally friendly EcoDisc changes DVD-market

The business with supplement discs in magazines and newspapers is becoming more ecologically friendly. ODS Optical Disc Service is launching the EcoDisc. It is flexible, has all the properties of a DVD and its construction helps to significantly save on resources.

**Dassow, 05.06.2007.** Magazines are unthinkable without inserted DVDs with games, movies and programs (covermount business) these days. A new, flexible disc is now changing the face of the business: the EcoDisc. ODS Optical Disc Service, the leading European producer of optical discs, now offers a new format, that has the full DVD5-capacity of 4,7 GB and can be played in almost all customary DVD-players and PC drives. It is not recommended to put the disc in computer slot-in drives, because of the special construction of these drives. ODS has developed the disc so the production requires only half the amount of polycarbonate needed for the production of conventional DVDs. Also the new medium does not require the use of non-biodegradable bonder, which also makes the disc better for the environment than customary optical discs such as CDs and DVDs. ODS has already applied for four patents regarding the EcoDisc.

### Easy handling for newspaper and magazine publishers

CDs and DVDs are to some extent difficult to integrate into the production process of magazines. The EcoDisc is flexible, only 0.6 millimeter thick and weighs only eight grams. The disc can easily run over production machines of print offices and finishers without being damaged or coming off the paper. Due to the little weight postal charges can be reduced. The EcoDisc is suitable for machine packaging such as boxes or wallets or sleeves and can be screen printed to the inside rim.

### Less raw material for a large market

The market for CDs and DVDs that are inserted into magazines and newspapers is one of the largest for optical discs in Europe. 1.16 billion discs were distributed in this way in 2005 in Western Europe. 18,000 tons of



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polycarbonate were used for the production of these discs. As the EcoDisc can be produced with only half the amount of plastic and also less rare metals are used, ODS is contributing to the protection of the environment.

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## Research for better customer solutions

The EcoDisc is one of many product innovations that the research of ODS has brought to market readiness. “The aim of our research is to find the best solutions for our customers”, says Wilhelm F. Mittrich, CEO of ODS. “With our new products we have the deciding competitive advantage, that will show our lead in the market for optical discs.” ODS cooperates with the INP Institute for Low Temperature Plasma Physics e.V. in Greifswald, Germany and the Institute for Telecommunication Systems, Communications Systems Group, of the Technical University Berlin in a research and development community for basic research and product development.

## About ODS

ODS Optical Disc Service Europe GmbH is the largest manufacturer of CDs and DVDs for the European market with the main production facilities in Dassow, Germany. With a daily output of close to three million discs ODS Optical Disc Service Europe GmbH services the magazine and newspaper publishing industry for their covermount discs, the entertainment industry for music CDs, movie, games and computer software DVDs, Dual Discs and HD-DVDs for the entertainment industry, as well major corporations which use CDs and DVDs as promotional and educational concepts. ODS has manufacturing facilities and sales-/customer service offices in the UK, France, the Netherlands, Italy, Spain, Portugal, Germany, Poland, Hungary, Denmark, Sweden and Romania.

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