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## MAXELL GET SET FOR HIGH DEFINITION PHENOMENOM

**MAXELL meet demand for high-capacity storage media with  
their range of Blu-ray products.**

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Maxell Europe Limited, leading specialists in media technology, now offer a range of Blu-ray products which enable the storage of high density data in high definition. As the switch to high definition progresses, Maxell prepare to play a vital role in meeting the inevitable demand for high-capacity storage.

High definition is a fast growing phenomenon. It all began with HDTV, now the demand for superior quality is beginning to spread to a whole range of different media; video arcades, movie theatres, concert halls; wherever there's a need for communication or entertainment, there's a need for high quality. And how is this high quality to be obtained? The focus now turns towards Blu-ray technology as the solution for the necessity of high-capacity storage, and Maxell have developed a range of Blu-ray products that enable this high definition revolution to extend to media storage.



So what's special about Blu-ray? Blu-ray Disc (BD) is an optical disc format specifically designed for high density storage. What makes Blu-ray different to DVD is its use of a blue-violet laser to read and write data, as appose to the red laser currently used by DVD. This blue laser has a considerably shorter wavelength, meaning the 'spot size' on which a laser can be focused is reduced. This basically means the shorter the wavelength, the denser the storage, enabling Blu-ray discs to hold a significantly larger amount of information; five times the amount, in fact, than that of a DVD. Blu-ray discs are therefore ideal for the storage of high definition video,

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and are anticipated to be indispensable for the future of home computing, data storage, film and TV studios and countless aspects of media storage; Blu-ray is a revolutionary piece of technology that will offer a future of high quality media.

Maxell is a leading brand in the manufacturing of storage media; their forte being computer backup tapes and optical storage media products. Their storage media in the fields of audio, video and data are equally as reliable. Maxell's parent company, Hitachi, was the first to launch the Blu-ray camcorder, and with Maxell being the first company to launch Blu-ray camcorder discs, they hope to continue to lead the industry with their range of next-generation storage media. Maxell currently offer a range of write-once and rewritable Blu-ray products in 25GB and 50GB, and continue to make developments in their Blu-ray products in preparation for a future of high definition.

## Product Line-up:



**BD-R  
25GB**



**BD-RE  
25GB**



**BD-R DL  
50GB**



**BD-RE DL  
50GB**



**BD-R Camcorder  
7.5GB**



**BD-RE Camcorder  
7.5GB**

### Note To Editors:

- Samples available on request.
- Available now

### About Maxell

A technology and brand leader in premium storage media products since 1960, Hitachi Maxell Ltd is a manufacturer of digital and analog media products for the consumer, data storage and broadcasts markets. For more information, please visit [www.maxell.eu](http://www.maxell.eu)

**MAXELL – OFFERING MAXIMUM PERFORMANCE FOR YOUR MEDIA**