



TDK's DURABIS Coating Technology Makes Blu-ray a Reality

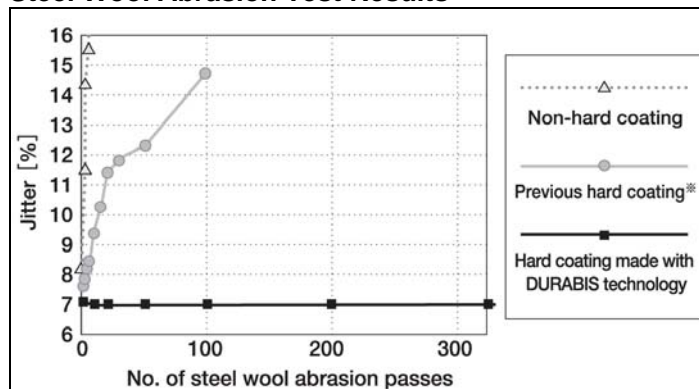
DURABIS Coating Eliminates the Need for Cartridges and Increases Appeal to Consumers

TDK DURABIS Hard Coating Technology Benefits

1. Resists Scratches

DURABIS hard coating technology gives TDK Blu-ray discs industry-leading scratch resistance. Mishandling and wiping away grime can easily damage standard, untreated discs, but TDK Blu-ray discs with DURABIS technology is protected.

Steel Wool Abrasion Test Results



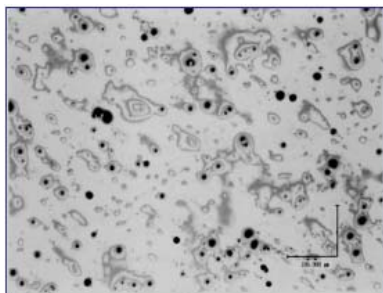
When fine steel wool was applied to the disc's recording surface with a pressure of 100gf/cm², the DURABIS hard coating technology resisted scratching. Because of the DURABIS technology, the steel wool caused virtually no increase in jitter.

* Previous hard coating: this line represents the hard coating technology TDK previously developed for recordable DVD media. As shown, the new DURABIS coating technology significantly outperforms it.

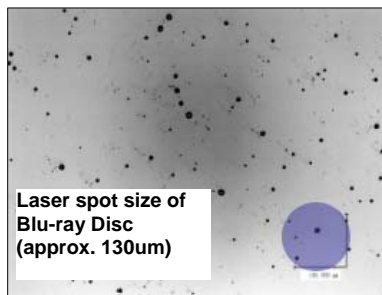
2. Resists Grime Including Fingerprints and Smudges

DURABIS hard coating technology provides superior resistance to grime such as fingerprints and smudges, which can accumulate during normal, day-to-day use. Reducing grime helps ensure that the laser can properly interact with the disc's recording layer.

Enlarged Microscope Photos of Disc Surfaces



Non-hard coating

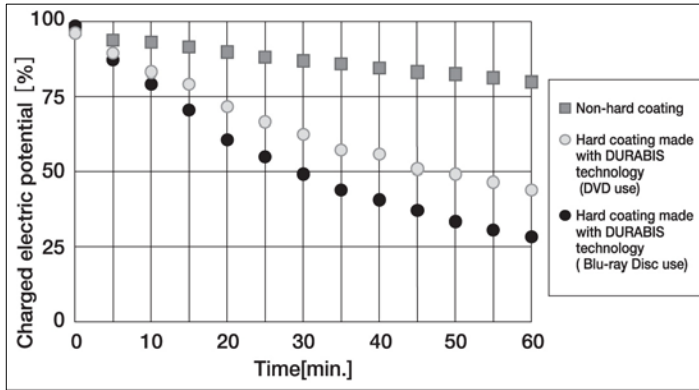


Hard coating made with DURABIS technology

Synthetic fingerprints with composition similar to those from humans were applied to the recording surfaces of two discs. The recording surface of the disc without hard coating technology was heavily contaminated by the substance. In contrast, the recording surface of the disc with DURABIS technology successfully prevented the substance from adhering.

3. Resists Dust

DURABIS hard coating technology enables TDK Blu-ray Disc media to release static charges much faster than other media. The reduction of static charges makes it difficult for dust to bind to a disc's recording surface. Keeping the recording surface dust-free enhances reliability.



When static charges were applied, the disc with DURABIS hard coating technology released half its charge in about 30 minutes. The disc with the hard coating technology TDK previously developed for recordable DVD media released half its charge in about 45 minutes. In contrast, a disc without hard coating did not show much attenuation even after one hour.

Reference test method: JIS L1094 charged voltage test method for textiles and silk (system to measure half-life)

About DURABIS:

TDK has unified its hard coating used on TDK ScratchProof DVD and Blu-ray media, under the name DURABIS and has produced a logo to identify it. DURABIS, which was coined by combining the words 'durability' and 'shield'.

Notes to editors:

TDK Recording Media Europe, a subsidiary of TDK Corporation, Japan with sales of US\$ 6.2 billion (April 2003 - March 2004), is a leading producer of recording and playback solutions as well as a publisher of quality entertainment software. Its product range encompasses tape and disc-based media for practically all established formats, and entertainment software for video game systems and music titles on DVD. Employing around 700 skilled staff at Bascharage, Luxembourg, TDK has one of the world's most sophisticated plants for recording media products in the world, Sales and Marketing functions are located in Ratingen, Germany.

For more information about TDK Recording Media products, go to www.tdk-europe.com