

Everyday  
life...

**NEW**



...meet  
everyday  
CDs and DVDs



Introducing  
Imation CD and DVD  
media with  
**ForceField™**  
Protective Coating

Resists scratches, dust, and smudges  
for longer lasting memories!

**Everyday life can be hard on CDs and DVDs.** People just don't treat them the way they're supposed to: Fingers *on* the edges, hands *off* the recording surface. Instead, they leave them outside of their cases, stack them uncased on their desks and entertainment centers, toss them into backpacks and drawers, and otherwise treat them with almost criminal disrespect.

**Now there are carefree CDs and DVDs.** Introducing Imation CD and DVD media with ForceField™ Protective Coating. These new discs feature a unique layer of protection that helps guard your CDs and DVDs from almost everything that everyday life can dish out. Fingerprints, scuffs, static charges that can attract dust, even most scratches are no match for ForceField coating. So you can handle your discs any way you want without worrying about losing your precious memories or valuable data.



# Because everyday

Whether at home or at the office, Imation CDs and DVDs with ForceField™ Protective Coating are designed to withstand the rigors of everyday life. So discs last significantly longer than standard CDs and DVDs. And your precious memories and data will be preserved for years to come.

## Scratch and scuff resistant

Don't get the wrong idea: Imation CDs and DVDs with ForceField coating are not indestructible. But for everyday rough handling at your home or office, including skids across a desktop and cleaning with ordinary tissues or fabrics, you can count on these new discs to stay scratch free. And that means less skipping during playback and fewer discs retired early because of scuffs and scratches.



## Static and dust resistant

Imation discs with ForceField coating repel 100 times more dust than standard uncoated discs. Keeping dust away from your discs helps eliminate errors. It also eliminates the need for extra care during storage, and having to use lint-free cleaning cloths or other special cleaners to care for your discs.



## Smear and fingerprint resistant

Fingerprints on CDs and DVDs are often the single biggest cause of interrupted playback and recording. And if you've ever tried to remove fingerprints from a disc, you know how hard they are to get off. But the specially engineered, low-energy surface of these new Imation discs is much like that of a newly waxed car. Instead of "wetting out" or smearing like they do on standard discs, fingerprints and surface smudges literally bead up. So they're easy to wipe away, leaving the disc ready for uninterrupted playback.



*Uncoated disc: Fingerprints "wet out" and smear.\**



*Disc with Imation ForceField coating: Fingerprints are contained and wipe away safely and easily.\**

\*Simulation

# Life can be tough

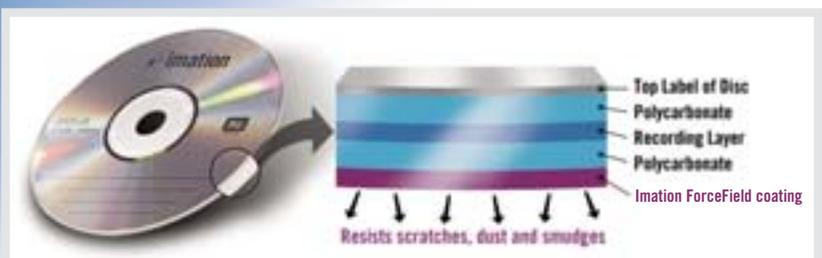
## How ForceField™ coating protects your memories



Standard CDs and DVDs contain a polycarbonate layer. But in most cases, this layer is not enough to protect the discs from the everyday scuffs, scratches, dust and debris that can cause errors and render discs unplayable when not handled correctly.

Imation CDs and DVDs with proprietary ForceField coating feature a unique polymer layer of “memory protection” on the recording side of each disc—guarding it against everyday wear and tear.

**Cross section of Imation DVD protected by ForceField coating**





# Don't your memories deserve an extra layer of protection?

Of course, it's not really about the discs, is it? After all, blank CDs and DVDs are not the valued treasures. It's what's *on* your discs that makes them so valuable. Your memories. Your vacation photos. Music favorites. Home videos. One-of-a-kind downloads. One scratch, one scuff, one smudge and you could lose them forever.

## Say good-bye to...

- Handling discs by their edges to avoid fingerprints
- Worrying about scratching your discs at home or at the office
- Searching for lint-free cloths to clean discs safely
- Having to store discs in protected, dust-free environments
- Experiencing excessive skips and playback interruptions

## Say hello to...

- Tossing a disc across a desktop or storing discs in unprotected stacks without concern for damage
- Slipping discs into file folders for easy home or office storage
- Letting children handle discs without worrying about smudges and scratches
- Cleaning away smudges and fingerprints easily with a tissue, cloth, shirtsleeve—or almost anything else that's handy





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UPC	Product Description
17813	CD-R with ForceField coating—5-pack with slim jewel cases (52x)
17815	CD-R with ForceField coating—10-pack with slim jewel cases (52x)
17814	CD-R with ForceField coating—30-pack spindle (52x)
17807	DVD+R with ForceField coating—3-pack with standard jewel cases (8x)
17808	DVD+R with ForceField coating—5-pack with standard jewel cases (8x)
17809	DVD+R with ForceField coating—30-pack spindle (8x)
17810	DVD-R with ForceField coating—3-pack with standard jewel cases (8x)
17811	DVD-R with ForceField coating—5-pack with standard jewel cases (8x)
17812	DVD-R with ForceField coating—30-pack spindle (8x)



For more information about Imation CD and DVD media with ForceField™ coating, contact your Imation sales representative, or visit [www.imation.com](http://www.imation.com).