

solutions that are 100 percent compatible with any Mac or Windows OS that has an available IDE/ATAPI bay for internal drives or a FireWire or USB 2.0 port for external drives. The Blu-ray drives read and write Blu-ray, DVD, DVD-RAM, CD, and virtually every other optical media. The drives provide all of the advantages of Blu-ray, including high-capacity storage with write-once and rewriteable media at a speed up to 24x. The Other World Computing Blu-ray drives can burn up to



50GB of data per Blu-ray disc or up to 8.5GB using standard DVDs. The drives include two 25GB Blu-ray media discs and are bundled with a full retail version of Toast 8 software. The Other World Computing drives are priced from \$559.99 for internal drives and from \$649.99 for external drives with all required connecting cables supplied.

You'll Need Discs

What about Blu-ray (so-called because they use a blue laser) discs? Advanced Media Inc. (www.ritekusa.com), the manufacturer of RiDATA brand of recordable media, was one of the first manufacturers to introduce Blu-ray media in the US. With 25GB capacity on a single layer, a Blu-ray disc holds up to five times the storage of a normal DVD. It also has three times the transfer rate of a normal DVD for fast recording of large amounts of data. By the time you read this multilayered Blu-ray technology will allow the storage capacity to be increased to 50GB (25GB per layer). Advanced Media's Taiwanese parent company RiTEK was able to develop an inorganic dye type for Blu-ray and a rewriteable BD-RE version is expected *real soon now*. RiDATA's Blu-ray-R discs are packaged in a jewel case and cost \$10 each.

See in a New Way

"The Lensbaby 3G is the one tool in my camera bag that I rely on to add emotion, feeling and intent to my images."
 - Michael Koerner

Lensbabies
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RiDATA
 Blu-ray Disc™
 BD-R Recordable
 2X 25GB 130Min
 Right for all your data

To Request Information on RS #63, See Page 6.