

Optical Storage Technology Association
Fact Sheet

- Official Name:** Optical Storage Technology Association (OSTA)
- Headquarters:** 19925 Stevens Creek Boulevard
Cupertino, California 95014
(408) 253-3695
(408) 253-9938 FAX
<http://www.osta.org>
- Organization Description:** Founded in 1992, OSTA is an international trade association dedicated to promoting the use of recordable optical technologies and products. The organization's membership includes over 50 optical product manufacturers and resellers from three continents, and represents more than 85 percent of worldwide writable optical product shipments. OSTA creates technology roadmaps to define an orderly series of compatible product classes reaching into the future. The association does not create standards, but helps the optical storage industry define practical implementations of standards to ensure the compatibility of resulting products. The association also undertakes an active program of market education to make clear the benefits of optical storage. OSTA is open, with all companies or individuals active in the optical recording industry, or who are interested in storage solutions for consumer electronics, invited to join.
- Organizational Objective:** OSTA's primary objective is to promote market demand for optical recording products.
- Organizational Strategies:** OSTA relies on the following strategies to achieve its objective:
- Provide a forum for the resolution of issues that inhibit industry growth.
 - Develop solutions that make optical recording products easier to use.
 - Define and enable advances that will meet market needs.
 - Promote industry understanding of market expectations and opportunities for optical recording products.
- Organizational Tactics:** OSTA utilizes the following tactics for strategy implementation:
- Identify and resolve technical issues that inhibit industry growth.
 - Focus on logical and application compatibility.
 - Evolve and maintain Universal Disc Format (UDF) specification.
 - Facilitate technical tradeoffs among drive, media, software, content and component suppliers necessary to achieve market growth.
 - Inform the industry on the value and ease of use requirements of optical recording.
 - Expand membership to represent the industry broadly.

Member Companies: OSTA currently has 12 member companies, which are as follows:

- Hewlett-Packard Company
- Imation Corporation
- Microsoft Corporation
- Panasonic Technologies, Inc.
- Philips Electronics
- Pioneer Electronics (USA) Inc.
- Ricoh Company, Ltd.
- Roxio, Inc.
- Software Architects, Inc.
- Sony Corporation
- Toshiba Corporation
- Verbatim Corporation

Associate Companies: OSTA currently has 44 associate companies, which are as follows:

Ahead Software	NIST
Aplix Corporation	NEC Technologies
Apple Computer	Olympus Corporation
BHA Company, Ltd.	Pinnacle Systems GmbH
CMC Magnetics/Hotan Corp.	Plasmon
Cyberlink Corp	Plextor
Eastman Kodak Company	Prodisc Technology
Epson Imaging Technology Center	Pulstec Industrial Company Limited
Fujifilm USA	QStar Technologies
Fujitsu Computer Products of America	Rimage Corporation
InPhase Technologies	Samsung Electronics Co., Ltd.
Iomega Corporation	Sanyo
JVC Company of America	Sharp Corporation
K-PAR Archiving Software	Sonic Solutions
Konica Minolta Photo Imaging Inc.	Taiyo Yuden USA, Inc.
Lite-On I.T. Corporation	TDK Electronics Corporation
Maxell Corporation of America	TEAC America, Inc.
Memorex Products Inc.	Thomson Multimedia, Inc.
Mitsubishi Electric Corporation	Ulead
Mitsui Advanced Media, Inc.	Veritas Software Corporation
Mitsumi Electric Co., Ltd.	Yamaha Corporation
Moulage Plastique de l'Ouest	YesVideo

Committee Structure: As an open trade association, OSTA functions using a series of operating committees comprised of representatives from member and associate companies. These committees are as follows:

- **The Commercial Optical Storage Applications Group (COSA)** is a sub-committee of OSTA which is dedicated to being the global authority and information repository on optical data archival systems, applications, and solutions for regulatory markets that dictate long-term storage in a non-alterable format. COSA evolved from the High Performance Technical Committee as a marketing and educational group to address the need for compliance storage products in the light of emerging new requirements in regulated industries, such as government, medical, financial and legal.

**Committee Structure:
(Continued)**

- **The Marketing Committee** of OSTA is responsible for overseeing the development and implementation of OSTA's organizational roadmap and marketing plan, including the recruitment and retention of members, the identification of potential new technologies and markets, their needs, how to meet those needs with services and programs, and how to develop and promote such programs.
- **The Universal Disc Format (UDF) Committee** develops and maintains the UDF file system specification and organizes UDF plugfests to improve compatibility between UDF implementations.
- **The MultiRead Committee**, which originally created the MultiRead, MultiPlay and MultiAudio specifications and certifications, is responsible for the ongoing development of the MusicPhotoVideo (MPV) specification. The committee also maintains all existing specifications and certification tools and procedures.
- **The DVD Compatibility Committee's** objectives are to identify causes of compatibility problems, help companies fix compatibility problems, and provide information to consumers, including corporations and government, to make purchasing decisions.

Technology Specifications: OSTA has defined a number of industry-recognized technology specifications related to the practical implementations of standards to ensure the compatibility of resulting products. These specifications are:

- **UDF:** UDF is a file system specification adopted across the optical storage industry for use on CD-R, CD-RW, DVD and other media to assure interchangeability. By facilitating an open forum where software developers can address the UDF specification and compatibility issues, OSTA has taken another step in protecting consumer interests and investments in recordable media and its content as they upgrade to newer drives.
- **MPV:** MPV is a specification for the management of digital music, photo, and video content. It is aimed at fast start-up, recognition, and navigation of large collections of digital media content. MPV plays a role in middleware for both the burning of discs and the playback device. When implemented, the consumer enjoys a superior playback experience. It works with any file system or operating system by adding an XML metadata file that is recognized by the playback device. Originally designed for CDs and DVDs, MPV is extensible technology which works well in other storage solutions, such as memory cards and hard disc drives, as well as networked consumer digital home environments.
- **MultiRead:** The MultiRead specification defines the parameters necessary for computer-connected optical devices to be capable of reading discs created in CD formats. Any optical device adhering to the specification is capable of reading audio CD, CD-ROM, CD-R and CD-RW discs. Any type of CD or DVD drive can be made to comply with the specification. Consistent with OSTA's vision of assuring broad compatibility for the user, a test plan has been created so manufacturers can demonstrate that they have complied with the new specification. A MultiRead logo program identifies compliant products, enabling end users to gain assurance of compatibility at the retail level.

**Technology Specifications:
(Continued)**

- **MultiPlay:** The MultiPlay specification assures that CD-R and CD-RW discs created on PCs can be played in consumer CD and DVD players. MultiPlay builds on OSTA's successful MultiRead compatibility specification, which has accomplished full compatibility of CD-R and CD-RW discs in essentially all computer-based CD or DVD devices. The MultiPlay logo enables consumers to recognize CD or DVD players that can utilize CD-R and CD-RW discs as readily as they utilize pressed discs. OSTA licenses use of the MultiPlay logo to complying consumer electronic device manufacturers on a royalty-free basis. Compliance is self-certified using MultiPlay test discs provided by OSTA. MultiPlay, in conjunction with appropriate recording software and the necessary drive functions, will enable consumers to play personal content such as personal compilation audio discs, compressed audio, personal photos downloaded in JPEG format from digital cameras or scanners, and personal video compressed to MPEG1 format or downloaded from some MPEG1 video cameras.
- **MultiAudio:** The MultiAudio specification organizes the hundreds of songs that can be stored on a single CD, achieving faster disc initialization and playback. The intent of the specification is to ensure that discs with compressed files such as MP3 or WMA are as easy to play as standard Red Book audio CDs. The specification creates a table of contents used for retrieval, management and playback of compressed audio files and playlists by a CD or DVD consumer player. MultiAudio enables the playback device to quickly read the table of contents, bypassing the lengthy delays for disc initialization that can occur today while the player identifies all of the files on the disc. In addition, it allows playlists to be created so songs can be accessed by genre, album, artist or custom groupings created by the user. The MultiAudio logical disc format is an extension of current MP3 capability on CE devices, and provides backward compatibility with current MP3 disc players capable of playing compressed audio files stored on optical disc. To facilitate creation and display of playlists, the specification provides a standardized method of storing information regarding the track name, year recorded, performer name, composer name, songwriter name, arranger name, album name, and genre.

Media Contact:

Jan Johnson
MultiPath Communications International
(714) 633-4008
jan@multipathcom.com

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