



RR DONNELLEY

MULTIMEDIA DISC PREPARATION GUIDELINES

Easy to follow instructions for
preparing your disc for duplication.

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MULTIMEDIA DISC PREPARATION GUIDELINES

QUICK GUIDE

1. Create content for Authoring your multimedia project
2. Burn a Master Source disc
3. Design and send files for Packaging and Disc Art separately (see separate guidelines for disc face art here)
4. Proof
5. Production
6. Finished Product

AUTHORING

The process of collecting, designing and creating the programming material content. Either customer supplied, or can be created by RR Donnelley.

CD

- Interactive program content
- Hot links
- PDF's

DVD

A DVD is the highest quality media source available today. It has a much higher capacity rate than a CD-ROM and is the standard format for data, marketing and entertainment.

- Video/Audio Interactive Features
- Full Catalog/Brochure Capacity
- Chapters
- Go to buttons

CREATING YOUR MASTER SOURCE DISC

Prior to sending in your master, test it thoroughly to make sure that it performs exactly the way you want it to. Your finished discs will be an identical copy of the master. RRD is not liable for errors in the master provided.

CD-ROM Masters

- Always use high-quality recordable CD-R non-rewritable media.
- Colored CD-R media and CD-Rewritable (CD-RW) discs may not be used.
- Packet-written CD-ROM's are not acceptable.

DVD-ROM Masters

- Use high-quality recordable DVD+R or DVD-R non-rewritable media.
- DVD rewritable (DVD-RW) discs may not be used.
- DVD+R or DVD-R are acceptable for DVD-5.
- DVD-9 & 10 contact us for more information.
- RRD uses and recommends a bit rate of 5 or 6 mbps.

PACKAGING

Stock Packaging

- Paper or Tyvek Envelopes with or without windows
- Plastic and Paperboard holders
- C-shells
- Jewel Case Packaging w/custom printed tray cards, inserts and 8pg booklets
- DVD Cases and Printed Inserts
- Vinyl Sleeves

Custom Packaging

- Creative Department
- Prototyping
- Over 50 in-house dies for CD and DVD holders
 - 2 to 8 panels
 - Contact us for a pdf to browse dielines
- Unique and creative constructions
- Assembly, inserting, kitting, drop shipping and fulfillment
- DVD O-Cards, lenticular cover option
- Magazine, Brochure or Catalog Bind-In

DETERMINE TYPE OF PRODUCTION

Duplication

- Less than 500 units
- Digitally burns data onto recordable media
- Screen print, inkjet print or paper labels

Replication

- 500 or more
- Injection mold and stamping process
- Screen print or offset print

PROOFING

- PDF proof for disc art, unless check disc requested.
- No proof for multimedia data, unless requested.
- Check discs (art) and/or data discs (content), as well as prototypes are available on any order.

PRODUCTION

CDs and DVDs are replicated using a Glass Master (or die). Glass mastering is the process that reads the authored disc and records the data as a series of pits and valleys on the surface. The glass master is then electroplated with nickel, which injection molds and forms the disc. After the disc is formed it is coated with a thin layer of aluminum to provide a reflective surface and protected with a lacquer coating. The disc is now ready for printing. We offer silkscreen, offset, label and digital printing.

See [Disc Art Preparation Guidelines](#) for information about preparing art for the disc face.

GLOSSARY OF TERMS

Duplication – refers to the burning of data onto recordable media. For smaller volume projects, especially those that require a quick turn, this is an ideal solution.

- i. Duplicated discs can be screen printed, inkjet printed or labeled with a paper label.
- ii. Both CDs and DVDs are available in this format.

Replication – refers to the process in which discs are manufactured utilizing an injection molding process during which a metal stamper is created to produce the discs.

- i. Generally replication will be utilized for project in excess of 500 units.
- ii. Replicated discs can be either screen-printed or offset printed.

Authoring – (aka encoding) the process to collect, design and create programming material in order to provide cohesive program content. We can supply authoring services if needed.

- i. CD's can be authored in order to provide interactive program content, hot links and PDF's.
- ii. DVD's are generally authored with chapters and go to buttons.
- iii. Specialized software is required in order to provide a replication ready master. For additional information on our authoring services, please contact your account specialist.

Master Formats – we can accept a master CD or a DVD for mastering or duplication.

- i. Supplied disc should be a single session disc.
- ii. We can accept a video master for a DVD order. However, we will need to convert your video master to a DVD for a slight additional charge.
- iii. CD orders can only utilize a CD master unless we are doing the authoring.
- iv. Re-writable discs are not acceptable. DVD-9 and DVD-10 projects may be supplied as either a DLT (Digital Linear Tape) or on two DVD-5's. Specialized authoring software is required if you are supplying us with a 9 or 10 project. Please contact your account specialist for assistance.
- v. Please be advised that we do not review-supplied masters for program content or accuracy of authored discs. It is critical that supplied masters are thoroughly reviewed and tested.

C-Shells – Plastics case in the shape of a clam shell

Jewel Cases – Hard Plastic case can hold 1 to 4 cd's and have printed matter inserted into the front and back cover (most commonly used case music cd's)

DVD-R – A recordable DVD that can be recorded on only once. For authoring, a DVD-R should be used as a final master.

DVD-ROM – The standard 4.7GB DVD format.

DVD-RW – A re-writable format meaning previously recorded data can be erased and written again. DVD-RW's are not acceptable as a master.

DVD-5 – 4.7GB, 2 hours of video.

DVD-9 – 8.5GB, 4 hours of video.

DVD-10 – 9.4GB, 4.5 hours of video.

CD – Compact disc, 650MB, 73 minutes of music.

CD-R – Compact disc-recordable. Often used to refer to write-once discs, in contrast to CD-RW.

CD-ROM – Compact Disc-Read only Memory. A standard for compact disc to be used as digital memory media for personal computers.

CD-RW – CD-Rewritable. CD recordable media, which can be erased and re-recorded. CD-RW media can only be written in a CD-RW recorder, not in a normal CD recorder, though a CD-RW recorder can also record standard CD-R discs. CD-RW's are not acceptable as a master.

Stamper - the mold made from the Master source for Replication. If changes are made to the supplied data and the stamper has ALREADY been produced, additional charges apply for re-mastering and will take an average of 2 days to recreate.