

Optical Storage Technology Association

Optical Disk Archive Test Committee (ODAT)

Optical Storage Symposium 2006

Co-hosted with CDs21
Akihabara Convention Center

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chris.smith@am.sony.com
ODAT Committee Chair



What Is ODAT?

- **Cooperation with CDs21 and OSTA**
- **Global working group of industry, government, academia, end users**
- **Goals:**
 - **CREATE** standard 120 mm optical media archival test method
 - **PROMOTE** long life “Archive Grade” Media

Brief History

- **First meeting held at OSS in Sept 2005**
- **OSTA ODAT committee was formed due to positive initial response**
- **8th mtg is tomorrow at this same location – new attendees welcome!**

Program Assumptions

- **User Need: Standardized method for media archive life testing and classification**
- **User Need: Optical Disc Products with verified archival reliability**
- **Manufacturer Need: Differentiated market strategy including Premium Archival Media**

Current Situation

- **Educated professionals and users understand there are *potential* problems with some media, and that media life can be different. Many do not trust or use it as a result**
 - They request this program to assist with purchase decisions
- **Unaware users often incorrectly assume all optical media has long life!!**
 - Need education of the differences
 - Can choose media based on desired life, application

Market Potential for Archive Grade

- **Governments WW**
- **Critical business data**
- **Photography – both still and video**
 - Home use, professional use, need exists for long term storage, same as conventional film, photos
- **Music**
- **Medical images and records**
- **Financial applications**
- **Etc**

Program Goals

- **Increased awareness of media archival grade as a critical parameter**
 - **All media not created equal - process and design affect media life**
- **Wide Recognition and Implementation of new Ecma International archival test standard**
- **Qualified Archival Grade Media available to market**

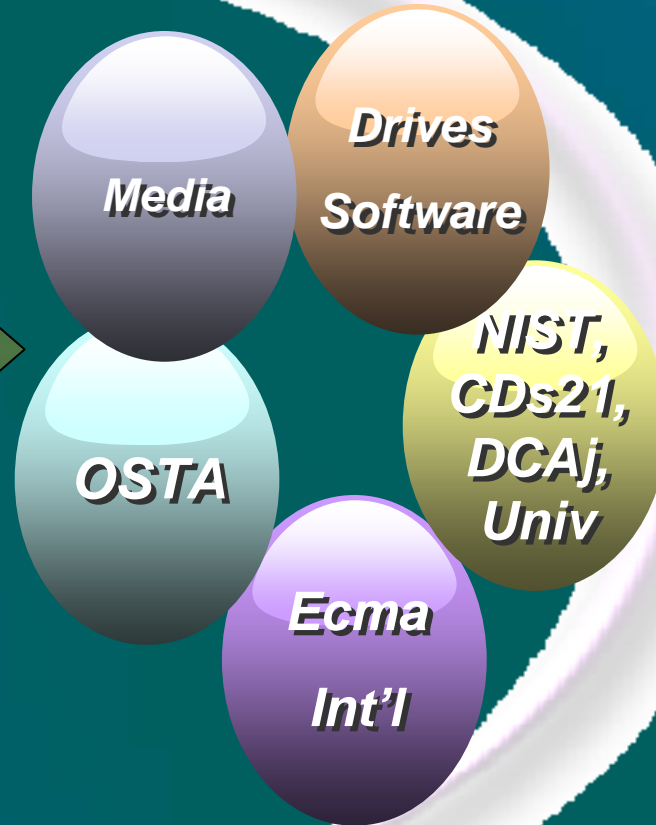
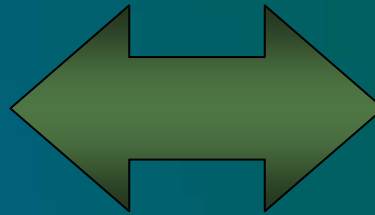
Alliance Partners

Optical Technology Suppliers/Standards Bodies/Users United

End Users:

*Gov't, Medical,
Science, Banking,
Insurance, Digital
files...all types.*

*Home & industrial
apps*



ODAT Structure & Function

OSTA committee

Working groups:

- **WG-1: Specification Technical Development**
 - Developed draft document and moved into Ecma International TC31
- **WG-2: Business Development & Implementation**
 - Now active to consider market expansion of archival grade media

Progress of Standard Development

- **Base draft developed in OSTA WG1**
- **Co-operation Agreement signed with Ecma International in May 06**
- **Target Ecma completion in 2007**
- **Next mtg: October - 4th draft review**

Objectives for ODAT WG2

- **Increase awareness of archive life of media as a critical parameter**
- **Achieve validation of concept from End Users – personal > professional**
- **Promote archival media product awareness, market expansion**

Implementation Tactics

- **ODAT WG2 development activities under consideration**
 - **Archive Grade Media Business case Analysis ongoing**
 - **Logo program**
 - **Development and Administration**
 - **Verification function**
 - **Development and Management**
 - **Education of the market**
 - **Continue with end User forums**
 - **Market collateral development**
 - **Press releases**

Draft Logo Ideas



THANK YOU

Questions and Comments Welcome