

## OBJECTIVE, STRATEGIES, AND TACTICS

## **Objective**

• Promote market demand for optical recording products.

## Strategies

- Provide forum for 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.

## **Tactics**

- Identify and resolve technical issues that inhibit industry growth.
  - Focus on logical and application compatibility.
- Evolve and maintain 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.