What is OSTA?

OSTA (The Optical Storage Technology Association) was incorporated in 1992 to promote the use of recordable optical technologies and products.

**OSTA is Independent**
- In order to enlarge market demand...
- OSTA does not favor a particular product class.
- OSTA speaks for the customer’s needs.

**The Theory...**
- Satisfying customer desires is the best way to increase market demand...even if it is not easy to accomplish.

**As a Result...**
- OSTA creates market driven technologies and initiatives
- Past OSTA Technologies and Initiatives:
  - Universal Disc Format (UDF), Uniform Packet Writing (Multi Session CDR recording), Multiread (CDR and CD-RW readability)

**OSTA’s Key Word: Compatibility**
- Increasing compatibility will increase demand.

**OSTA is Open**
- All companies or individuals active in the optical recording industry or who are interested in storage solutions for consumer electronics are invited to join.