

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 (CD-R 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.