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

- Drives
- Software
- Media
- OSTA
- Ecma Int'l
- NIST, CDs21, DCAj, Univ

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