

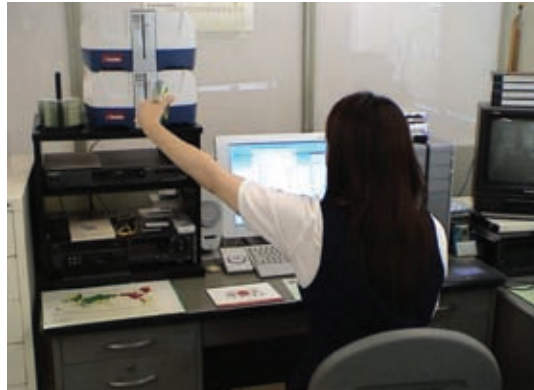
DISC Stakka®



**“With improvements
in process and
productivity, the
Disc Stakka has
become an integral
part of our
business.”**

**Mr Kisaichi, Marketing
Manager, Newlong Japan**

Disc Stakka provides a new, long-term solution



When Japanese company Newlong was looking for a better way to store, manage and secure hundreds of VHS video tapes, Imation's Disc Stakka CD & DVD Manager inspired the perfect solution.

Newlong Corporation is one of the world's leading developers and suppliers of high volume printing and packaging equipment. Established in Japan in 1955, Newlong has manufacturing, service and sales facilities around the world, and an annual turnover of \$140M.

“Some of our products are the size of a small warehouse, which presents challenges for our sales team. To help sell these products, we developed Product Demonstration Videos (PDVs), which are far easier to

transport to customer sites!” said Mr Yoichi Kisaichi, Marketing Manager at Newlong.

PDVs were copied onto VHS tapes and distributed to the sales team, but this process was time-consuming and expensive. Newlong was also finding problems storing and managing their ever-growing library of PDV masters.

“With several hundred PDV masters, finding the tape we needed was often a long and frustrating process. There was also the problem of some master tapes being borrowed and never returned,” said Mr Kisaichi. “Managing these assets was becoming a nightmare.”

When Newlong heard about Imation's Disc Stakka, they realized they had the answer to their problems.

Managing the master videos

Newlong's solution was two-fold. First, they converted the VHS tapes to VCD format, and then they introduced Imation's Disc Stakka to manage and protect their master discs.

“The Disc Stakka has resolved our dilemma. When adding each disc, we are able to classify it by product and category type within the Disc Stakka's database. When we need to retrieve a disc, it takes just a few seconds for the Disc Stakka software to search several hundred VCDs and deliver the disc we need.”

The Disc Stakka is a hardware and software solution that provides all the tools needed to protect optical discs and manage the files they contain. Each automated carousel holds up to one hundred 12cm discs and links to a PC or Mac computer via a single USB connection supplying both power and data. Units can be stacked up to five high to create a tower that holds 500 discs without needing additional cables or desk space. The system can be expanded so that 50,000 discs are managed from a single computer.

“With the Disc Stakka integrated into our sales process, our efficiency and productivity have improved. All of our master discs are stored in one compact location next to the PC, instead of in large, unmanaged cabinets. With the ability to password lock the system, we're able to restrict access to our valuable assets. We're also able to capture the name of anyone who removes a disc, so that we always know who has it.”

“In addition to cost savings the Disc Stakka delivers through improved productivity, the VCDs are also saving us time and money, being faster to copy and less expensive to distribute than VHS tapes,” Mr Kisaichi added.

“With improvements in process and productivity, the Disc Stakka has become an integral part of our business.”



www.discstakka.com

- ▼ *Each compact Imation Disc Stakka unit holds up to one hundred 12 cm discs.*
- ▼ *The bundled OpdiTracker software automatically catalogues in its database the volume, file and folder names from computer-readable CDs and DVDs.*
- ▼ *Search by name or keyword to find any file, folder or disc within seconds, and then instantly eject the required disc.*
- ▼ *Single USB connection for both power and data.*
- ▼ *Stack units five high to store 500 discs without needing additional cables or desk space.*