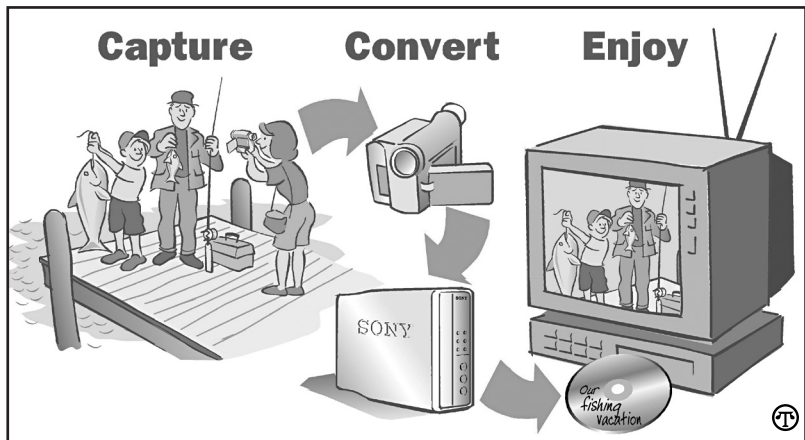


Preserve and Share Your Memories on DVD— No Computer Required



(NAPSA)—Captured memories are among our most important possessions, particularly events recorded on our camcorders. But, home movies are often poorly organized and sit around collecting dust because they're stored on cumbersome camcorder tapes that are complicated to watch or to share with family and friends.

By transferring old tapes to DVD, you can preserve your memories on a technology that will last well into the future. DVDs also make it easier to catalog and view your recordings. You can combine multiple tapes onto one DVD and separate your video into easy-to-view "chapters," or keep it simple and just dump everything from a tape to DVD.

Converting videotapes to DVD can seem like a daunting task, but it's not as difficult as you may think. Traditionally, several pieces of equipment were needed, but new products like Sony's DVDirect (DVD Direct) recorder

have simplified the process. DVDirect combines all the technology required to transfer home movies to DVD in one easy-to-use device that does not require a computer. It's simple to connect DVDirect to your camcorder or VCR for high-quality, "real time" start, stop and pause recording onto a blank DVD disc.

You can also connect DVDirect to a computer to create copies of your home movie DVDs to share with friends and family or to undertake more advanced DVD projects.

Products like DVDirect make it easy to transfer your home movies from degrading videotapes onto DVD to preserve, enjoy and share with family and friends. With the push of a button or two, you can ensure that your memories are preserved for future enjoyment.

For more information and where to find DVDirect, go to www.sony.com/dvdirect.