

PRESS RELEASE

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Consumer Electronics, Music/DVD, Data Storage, Retail, Computing, CO Business

ProLine Announces A Technological Breakthrough Scratch Protection Formula For
All Disc Formats

DENVER, CO - April 12, 2004 /Send2Press Newswire/ -- ProLine, a longtime producer of Accessories & Media Packaging for the Home Entertainment and Computer Environment has announced a new development for an invisible disc coating that makes the data side of all disc formats more scratch resistant. The formulation, named Disc Guard 2 (www.discguard2.com), is a liquid compound of special emulsifiable resins that simply buffs on and off the disc. The oxygen-activated molecules left on the disc surface produces a clear layer that allows the laser-read data to be enhanced for correct reproduction while forming a shield of protection over a short period of time without restricting immediate disc use.

(Photo: www.discguard2.com/db1/00077/discguard2.com/_uimages/DG2-bothlrg.jpg)

A hard protective glass-like coating guards against accidental scratching and fingerprints during disc handling. Application of the formula requires two small drops costing just pennies per disc while repeated use increases the durability of the disc. Should a disc be subjected to unusual handling, the coating previously applied takes most of the abuse while preserving the data content embedded in the disc. Disc damage of this nature can be removed from the hard coating and a new application can be reapplied for continued protection prolonging the life of the disc.

Disc Guard 2 is a versatile, effective solution for use on all disc formats, including, DVDs, Game Discs, Music Discs, Software Titles, Photo CDs, Recordable Discs, CD or DVD Roms as well as similar media. When an unprotected disc becomes scratched, still framing is experienced with video images while audio signals will produce a skipping or fast repeating sound because the scratch on the disc surface is deflecting the laser pickup from reading the disc data. These error-producing types of scratches must be removed from the original top lacquer coating to make the disc usable again. Very deep scratches will tend to make discs irreparable and the data irretrievable forever.

There have been misconceptions with deep scratches being identified as Disc Rot as if mold was eating away the disc which is nothing more than unqualified understandings of laser deflection. Many offerings of disc scratch removers are available on the market with some requiring rubbing out scratches while others are using an abrasive micro sanding material that actually removes the lacquer coating. When this type of sanding mechanism is used the disc becomes more vulnerable to future scratches. Disc Guard 2 will add back a resilient disc data protection to the disc surface.

ProLine(R) Disc Guard 2 is now available in a complete kit that includes a disc-gripping applicator base, two soft application and buffing cloths along with a 2 fluid ounce bottle of the formula for conditioning over 200 discs at a suggested retail price of \$16.95. An 8 fluid ounce bottle that provides protection for over 800 discs is also available for large disc collections and the disc rental market with a suggested retail price of \$39.95. The full line of ProLine Disc Care and Storage Products can be found at <http://www.discguard2.com> and is sold by finer retailers and distributors throughout much of the world.

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/Note to editors: Images and samples are available.
ProLine is a (R) reg. trademark. /

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