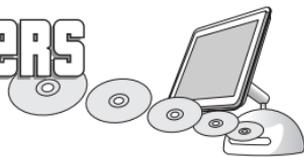


TECHNOLOGICAL WONDERS OF DVDS



Don't Let Vacation And Holiday Memories Fade

(NAPSA)—Like most families, you probably have a bookshelf dedicated to family memories on VHS tapes and in photo albums. Did you know that as you read this article, your videos and pictures are deteriorating?

You can prevent this deterioration by converting these precious memories into digital format. Videos and pictures stored in a digital format are shown to have longer durability than traditional VHS tapes and photo albums. With the help of a digital camcorder, camera, or scanner, your memories are not only preserved but can easily be shared when you burn them onto a CD or DVD.

Burning your memories onto CD or DVD is easy. Simply use your computer and DVD creation software, such as Ulead DVD MovieFactory, or DVD PictureShow. DVD MovieFactory lets you turn home movies into polished DVDs with menus and scene selections just like the DVDs you rent or buy. DVD PictureShow lets you organize digital images, as well as add music and menus to create multiple digital slideshows.

If you have a DVD burner, you can burn your creation to a DVD—just follow the step-by-step instructions in the software. Saving your video on DVD will preserve it in the highest quality. A typical 4.7 GB DVD holds about 60 minutes of high-quality video. You can then pop your homemade DVD into your DVD player and watch your video or digital slideshow in the comfort



New software makes it easy to archive and share memories on CD or DVD.

of your living room.

What if you only have a CD burner? No problem. You can burn your family memories onto a CD to create either a Video CD (VCD) or Super Video CD (SVCD). This is a more affordable option since the price of DVD burners is relatively high for many consumers.

The main difference among VCDs, SVCDs and DVDs is quality. A VCD is VHS quality, while an SVCD is near-DVD quality. A VCD holds approximately one hour of video, while an SVCD holds about 30 minutes. Both can play on most DVD players that are less than three years old.

Preserving and sharing family memories has never been simpler with affordable and easy-to-use tools like Ulead DVD MovieFactory and DVD PictureShow. These software products are available for under \$50 at neighborhood computer stores or directly from Ulead by visiting the Web site at www.ulead.com.