

The Active Consumer

Rescuing Your Favorite DVD From The Trash Heap

(NAPSA)—If you've ever been in a spin about having to go back to the video store to return a DVD that skipped or froze because of a scratch or smudge, here's some good news. A proven disc repair system can come to the rescue to extend the life of DVDs, CDs and video games.

Optical discs have become the standard for several different types of entertainment media, from video games to the latest DVDs. Even with the rising popularity of MP3s, industry experts at Jupiter Research report that CDs will be the standard disc format for music for at least the next five years, so preserving those technology investments has become a top priority for consumers.

Improperly cleaning a disc by using abrasive cleansers or cloths can actually cause more damage. If too many sticky hands come in contact with your disc, a quick spin through a specialized product, such as Digital Innovations' CleanDR Motorized Disc Cleaner, can remove surface grease without damaging the disc itself.

If there are surface scratches, Digital Innovations offers a repair tool. Its flagship product, the SkipDR, has been effectively repairing scratched discs since 1999, physically removing a micro-thin layer of plastic and rendering the disc as good as new.

The product's cousin, the GameDR, functions in exactly the same way to keep video games running smoothly. Considering



OUT IN THE COLD returning a damaged DVD? You won't be, thanks to a repair system that can make your disc as good as new.

the cost of video game rentals and purchases, a one-time expenditure for this repair tool might be a prudent investment.

The same company also offers a line of care and maintenance products for electronics, such as laptops and plasma screen TVs. The recently launched CleanDR and AirDR lines include a full roster of products for electronics maintenance, including screen cleaners, air-based cleaners, and electronics vacuums specifically tailored to the delicate nature of expensive gadgets.

By arming yourself with the right tools to keep discs properly functioning, you'll never have to worry about that third copy of a favorite movie disc falling prey to a sticky-fingered 5-year-old or trekking back to the video store in the middle of a winter storm.

To learn more, visit the Web site at www.digitalinnovations.com.