

## ***Why DVD?***

Unlike videotape, DVD will not deteriorate after several viewings. A VHS tape is comprised of hundreds of tiny magnetic particles on the surface of the actual videotape. Each time the video is played, these particles rub off. Eventually the degradation of particles may cause your video to experience “drop-outs” or other loss of quality and, in time, the video may not be present at all. Rather than magnetic particles, a DVD is comprised of encoded bits of information that are read by a laser. Because the laser never actually “touches” the DVD, there is no deterioration with each use or viewing (*This means you children can watch their favorite Disney video over and over without compromising the quality of the video*).

## ***Archival Benefits of DVD***

Because DVD is not susceptible to magnetic fields, it cannot be erased. It also cannot be accidentally recorded over. Besides its durability, DVD is also heat resistant. The only way to damage your DVD is to physically damage its surface. Even then, small scratches can often be polished and removed. Currently the shelf life of VHS is estimated at 10-15 years. The shelf life of the DVD is indefinite, often approximated at 100 years or more. In addition to storing video, DVDs are also capable of storing or archiving still images, top quality audio, and direct links to the web. The longevity and variety of us, combined with it’s compact size, make DVD the perfect medium for archival storage.

## ***DVD Quality***

The DVD has the capability to produce near studio-quality video and better than CD quality audio. Providing up to 480 lines of resolution (twice that of VHS), DVD offers richer colors, a cleaner picture and amazing color detail. With your DVD, you can randomly access any scene, or instantly scan forward or backward (There is no rewinding or fast forwarding as with videotape). Certain DVDs also offer extended features such as multiple languages, subtitles and scene indexing.

## ***Caring for Your DVD***

Proper care of your DVD is similar to that of a Compact Disc. Using a soft, lint-free cloth, wipe gently in a straight line from the hub to the rim, rather than in a circular motion, which could cause micro-scratches. There are commercial products available that clean disks and provide some protection from dust, fingerprints and scratches. Those that work for a CD will also work on your DVD.

## ***The DVD Difference***

### **VHS**

240 lines of resolution  
10-15 years shelf life  
Deteriorates with each viewing  
Can accidentally be erased  
Tapes can jam  
Fast forward/rewind searching

### **DVD**

Up to 480 lines of resolution  
Up to 100 years shelf life  
No deterioration with proper care  
Can’t be erased  
No tapes to jam or wrinkle  
Quick access to scenes.

**Courtesy of Great Lakes Video Services, Inc. - 1320 Front, NW – Grand Rapids, MI 49504  
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