

## Gold CDs Finding More Traction

Most of us buy any old CDRs off of the shelf at Office Max for most of our audio work. These common CDRs use Cyanine (blue/green dye) or Metal Azo (deep blue dye) to catch the laser and record our digital information. This type of dye is very susceptible to light and if you've ever stored a homemade CD in your car, you may have found out the hard way that staying power is not a cheap CD's strong suit. You may back up all of your treasured audio on the hard disk...or store your masters on longer lasting DVDs, but even if you have a backup plan, it still is a bit irritating when your hard work skips or just doesn't play when you call it into action. Most standard CDRs are given anywhere from a 2 year to 20 year lifespan projection. While this is not bad for any product, it sure isn't the LIFELONG projection that we'd all hope for. If you're only planning on living 2-20 years, then you're probably okay, but if you plan on kicking well into this decade, then perhaps you want to find a new home for the most precious of your recordings.

We are happy to present new Gold CDRs. These are not only guaranteed for life, but also have a life expectancy of 300 years. Certainly that is ridiculous unless your last name is VanWinkle or you've got a Cryogenics lab in your basement. But wouldn't it be nice to finally burn something to CD and never give it another thought? These tough discs contain 24 Karat Gold and a special bonding agent so that they will not oxidize or fail to put out information. All CDRs use dyes or inks which turn dark when the laser is turned on it. A dark spot is a "one" while a non-dark spot is a "zero". Modern discs use super sensitive dyes (or inks) that turn dark very quickly and allow you to spin the disc at 52X. This makes for quick writing, but the inks have to darken almost instantly since the laser can't stay on one spot for long.

It is believed that this "hair trigger" dyes are less stable for long term usage and may darken when exposed to sunlight or just thru time. Add to this the fact that the gold discs are quite reflective (so sunlight gets reflected away) and have a special extra scratch resistant coating and you have a LONG lasting disc. The dyes in the gold discs require the laser to linger over them for a while to turn the spot dark. They need a good, lengthy burn to create their spots and must be burned at a slow speed to allow the laser to linger.

The discs are rated at 1X-12X, but audiophiles generally believe that 1X is the optimum burn speed which results in no errors and therefore there is no need for the error correction circuitry in the CD player to click in and "guess" what audio bits it should be reading. We also recommend that you burn these disks at 1X. The slower speeds will guarantee perfect burning. Also, higher speeds cause vibration when burning the disk and can increase jitter. We don't recommend you use these Gold CDRs for everything...they're more expensive than standard CDRs (though really quite reasonable considering the technology) and no one is planning on living for 300 years anyway. But if you have special audio, photo or other information that is irreplaceable, why not trust it to a medium that is actually trustworthy? **If you want to just try 5 of these disks, simply click on the link below.**

They're 19.95 for 5 disks. If you like those, we also sell spindles of 25 for \$59.99.

To Order a 5 unit pack, just click below:

<http://www.tracertek.com/khxc/index.php?app=ccp0&ns=prodshow&ref=Ultra5>