

Burnout

Burnt toast, sunburn, burn out, burnt sienna... With the debatable exception of the last one, it's fair to say that once something is burnt, it's pretty much useless.

If it's obvious that to burn something is bad, there must have been some major miscalculation in the human mind when we decided: "Okay, let's go ahead and burn our CDs." That's right. Millions of people today still resort to burning CDs, and no, not as a fanatically religious attempt to symbolically rid bad influences from our lives, but as in "Wow, I really want to share this amazing piece of music with others... I think I'll BURN it to a disc."

We've all done it. It's so easy with these nifty little programs we can use to copy files onto a disc, press a little red button, and wait... Oh yes, it does take a while, really, and so much can go wrong. Remember the last time you were recording data to disc and it was 92 percent complete, but then your leg cramped so you moved the laptop to stretch, there was a scratching noise and BAM! the disc didn't work. That's duplication for you.

Let's say that as an artist you've spent the last year preparing to release your songs into the world. Would you choose mediocre lighting for a gig, book a dubious sound engineer or play third-rate instruments? Not quite. So why would you choose to distribute your album on duplicated discs? Duplicated discs are basically empty recordable discs with data 'burned' onto them. They look unprofessional and sloppy and really don't say much about the value of your work.

Of course there is an alternative to all this silly disc burning, so if you take yourself seriously consider the professional approach instead: REPLICATION.

According to Hybrid Media Solutions, specialists in CD and DVD replication, the fundamental difference between duplication and replication is the manufacturing process. Instead of 'burning' your data onto blank discs, when you replicate you start with a glass master and 'stamp' your data into molten plastic. This means every single disc is made to the precise form of the original, or 'master', so there is absolutely no difference between the first disc and the last (whether it be the tenth, one hundredth or one thousandth disc). Unlike duplicated discs that will only read in some media players (if any), replicated disc are compatible with all media players and will guarantee you always obtain crisp, clear sound instead of a dry, scratchy playback.

The second significant difference lies in the appearance of the disc. We've all seen those printable CDs and stickers used to label duplicated discs: smudgy, faded and slightly off-centre. Not very appealing. When a disc is replicated, however, the surface of the disc is printed using offset or silkscreen printing, which gives it a high-quality professional finish. Hybrid Media Solutions specialises in a wide range of colours and finishes and can print virtually any design on the disc and the packaging. Their specialised packaging, which includes digipacks, DVD cases, jewel cases and super jewel boxes, can be chosen and adapted according to each project's specific needs in order to ensure the finished product looks slick, professional and ready to hit the market.

Replication really is the only way to have discs reproduced, and Hybrid Media can assist you with all your replication and packaging needs. If you want professional, top-quality CDs and DVDs, make sure your discs are hot, not burnt.



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