



CD Eraser: New Gadget is More Eco-Friendly Than CD Shredders

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An innovative American company has come up with a simple but effective solution for destroying the confidential data stored on optical discs. The makers also claim their 'Disc Eraser' is the greenest product on the market.

PR9.NET October 03, 2006 - San Diego, CA – It is common for CD-R and DVDR users to accumulate stacks of old discs that are no longer needed or outdated. A personal CD destroyer is now available that helps prevent data and identity theft by wiping out the data instead of shredding. Taking less than 2 seconds to operate, it is also much smaller than many devices currently used for disc destruction. Safer than cutting, breaking, or shredding, the Compact Disc Eraser requires no electricity and creates no waste material. In essence, it is a precise alignment tool featuring a new optical-strip technology that is applied through all data and lead areas on a disc.

Simple and effective, the product is the first to promote recycling by leaving discs physically intact. CDs and DVDs are 100% recyclable, but CD recyclers prefer whole discs, not broken pieces or shredded materials, which make sorting and handling difficult. As a result, the amalgamated particles get dumped as eWaste. The CD Eraser encourages a better solution - Recycling rather than creating eWaste - which not only makes disc disposal much easier, but will also help preserve our natural environment.

A prototype recently finished in the top 30 out of over 10,000 inventions that competed in ABC's American Inventor TV show, a spin-off of the ever popular American Idol show, which aired in April. Featuring four tough judges, high-pressure product pitches, and very challenging questions, Mr. Wade Sun, inventor and Data Storage Technology expert, advanced to the top rounds with his product demonstrations. "It was a great experience. The Disc Eraser got affirmation from fellow inventors as well as the judges. I enjoyed the camaraderie during the competition because we all face great odds as inventors." Since then, the product and package design has been completed, and has sold on-line at www.DiscEraser.com. The next phase is directed at marketing and wholesaling to retailers and stores.

About inventing and product acceptance: "People's responses have been positive. The design and implementation makes it easy to use, and the effectiveness of the Optical-Strip Technology has been confirmed by a Data Recovery company." Mr. Sun adds: "More importantly, we're setting an environmental trend with this product. Progress will come when the general population embraces new products and methods which are safer, easier, and better for the environment."

With identity theft on the rise, and computer and digital information technology booming, there is no doubt as to the usefulness of data security devices to protect personal as well as corporate information. The Disc Eraser takes an environmentally friendly approach by disabling unwanted discs rather than breaking or shredding them. Discs can then be securely disposed into any plastics recycling bin to be sorted and melted down by CD recyclers.

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