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10th November 2009

Slim, Speedy & Secure

The ASUS SDRW-08D1S-U External Slim DVD Writer

The SDRW-08D1S-U DVD writer is the ideal choice for users seeking a fashionable, reliable and secure way to back-up their personal files and media – both at home, at work and on the move.

The USB power feature makes the drive ultra portable and low in power consumption. The intuitive drag-and-drop interface provides a fast and easy way for anyone to copy files regardless of how proficient at computers they might be – making the SDRW-08D1S-U a truly accessible device for the whole family.

Available now from a range of high street and online retailers, the SDRW-08D1S-U drive is priced at £49.99 inc. VAT.

Key Features:

- ❑ Slim, elegant design – portable and fashionable
- ❑ USB powered – can be used anywhere without power cables
- ❑ Low power consumption – better for the environment
- ❑ Drag and Drop interface for backing up data – easy to use
- ❑ Turbo Engine provides faster performance
- ❑ Disk Encryption for added password security on files
- ❑ Write discs at speeds of up to 8X– see specifications for more details

USB Power means greener computing and ultra portability:

The SDRW-08D1S-U drive is USB powered – so the drive will operate by taking the power required from the computer it is connected to – absolutely no power cables or adapters are needed. Users just need to connect the drive to either one or two USB ports on their computer using the Y-shape USB cable provided in the package, and they are ready to backup all of their important data.

Not having to be connected to a wall socket means users are not restricted to using the drive in one location. Combined with a portable computer such as an ASUS Eee PC netbook, users can burn data, movies and music to disc wherever and whenever they wish.



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* Depending upon usage.

** Selected models only

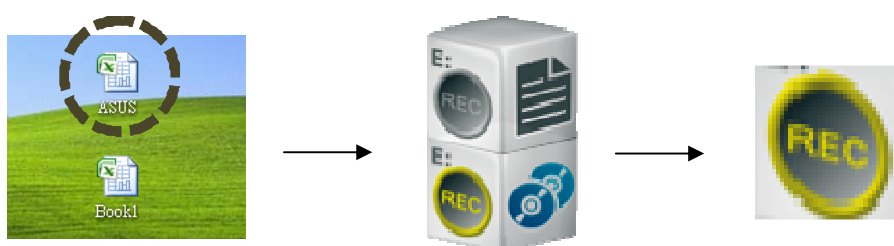
***Specifications are subject to change without prior notice.

The USB power feature does not just add convenience for users. It also means the device has low power consumption – making it a kinder choice for the environment and one step closer to truly green computing.

Simple and intuitive drag-and-drop design for copying files to disc:

Many CD/DVD writing software applications present users with a complex number of steps and options in order to burn even the simplest data disc. The SDRW-08D1S-U drive brings a welcome alternative, featuring a thumbnail 'drag-and-drop' interface for copying files to discs.

The concept is simple - drag the file onto the thumbnail and click to burn (see below). Such a straightforward process makes copying files to disc simple and easy for anyone to do - even Gran can copy her favourite pictures of the kids to share!



Select File

Drag onto Thumbnail

Burn

The SDRW-08D1S-U also has the latest CyberLink software included for those users who seek more advanced burning options.

Disk Encryption for added security and peace of mind:

The Disk Encryption feature allows users to add passwords to either the whole disc, or just some of the content, providing reassurance that any private information copied to disc can be secure from unwanted access.

Turbo Engine:

The SDRW-08D1S-U drive features Turbo Engine technology, boosting the connection and data transfer speed between the external drive and the USB cable – to give users an even speedier result when writing data to discs.

Contemporary design for a fashionable accessory:

ASUS have paved the way in providing 'fashionable' choices for notebooks and netbooks, and such design extends to the accessories.

The SDRW-08D1S-U drive has a high glossy casing in either black or white, and with a vertical stand design is sleek and seamless for modern homes.

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Technical Specifications:

Write Speed	DVD±R(SL)	8X (CAV)
	DVD-RW	6X (ZCLV)
	DVD+RW	8X (ZCLV)
	DVD±R (DL)	6X (ZCLV)
	CD-R	24X (ZCLV)
	CD-RW	16X (ZCLV)
	DVD-RAM	5X max.
Read Speed	DVD-ROM (SL)(DL)	8X max. (CAV)
	DVD±R/RW	8X max. (CAV)
	DVD±R(DL)	6X max. (CAV)
	CD-ROM/R/RW	24X max. (CAV)
	DVD-RAM	5X max.
Access Time(1/3 Stroke)	DVD: 160 ms and CD: 140 ms	
Writing Mode	DVD-R: DAO, Incremental Recording	
	DVD-RW: Restricted Overwriting, DAO, Incremental Recording	
	DVD+R: Sequential Recording	
	DVD+RW: Random Write	
	CD-R/RW: DAO, TAO, SAO, Packet Write	
	DVD-RAM: Random Write	
O/S Compatibility	Windows NT/2000/XP/Vista	
Interface	USB 2.0	
Data Buffer	2 MB	
Bundle Software	CyberLink	
Disc Formats	Write: DVD+/-R, DVD+/-RW, CD-R, CD-RW, DVD-RAM	
	Read: DVD-ROM, DVD-R/RW, Photo CD, CD-DA, CD-Extra, CD-Text, CD-R, CD-RW, DVD-RAM	
Disc Diameters	12 cm and 8 cm	
MTBF	60,000 Power On Hours	
	Operating Duty Cycle (Read) 10% POH	
	Operating Duty Cycle (Write) 2% POH	
MTTR	30 Minutes	
Mounting Orientation	Vertical and Horizontal (+5° ~ -5°)	
Dimensions (D/H/W)	156.4 * 140.8 * 21 mm	
Weight	412g (435g with stand)	
Power Requirement	USB Power +5V ± 5%	
Temperature	Operating: 0□ to 40□	
	Storage: -30□ to 60□	
Humidity	Operating: 15% ~ 85% (Non-condensing)	
	Storage: 10% ~ 90% (Non-condensing)	
Vibration	Operating: 0.2 G peak (at 5~300 Hz)	
	Storage: 1 G peak (at 5~300 Hz)	
Color	Black / White	

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About ASUS

ASUS is a leading company in the new digital era. With a global staff of more than ten thousand and a world-class R&D design team, the company's revenue for 2008 was 8.1 billion U.S. dollars. ASUS ranks among the top 10 IT companies in *BusinessWeek's* "InfoTech 100", and has been on the listing for 11 consecutive years. ASUS was rated No.1 in quality and service by the Wall Street Journal Asia.

With an unparalleled commitment to innovation and quality ASUS won over 3,000 awards in 2008 – an average of 8 awards for every day of the year.

Over a remarkably short period of time ASUS has become one of the top laptop manufacturers worldwide creating compelling computer experiences that have delighted consumers across the world. ASUS are the Fastest Growing Laptop Brand in Europe and ASUS sales are outstripping manufacturers who traditionally dominated the market.

ASUS notebooks have changed the face of the consumer electronics market place with the introduction of highly original and ground breaking notebooks like the Eee PC™ family and the Lamborghini range. ASUS's design excellence is renowned and it is always informed by the life-style needs of consumers creating laptops that are technologically advanced, sophisticated and refined yet ruggedly robust.

Notes to Editors

If you would like a product review please contact the press office or see sample request form on the press assets pages if you wish to be placed on the waiting list.

In addition we are able to organise interviews with the Marketing Specialists for ASUS UK. Please contact the press office to request an appointment.

Scans, specs and further information can be found on the following link:

www.tru-pr.co.uk/press/client.php?c=asusindex

Videos of new products can be found at the following link:

<http://www.youtube.com/asus>

You can follow ASUS on Twitter:

<http://www.twitter.com/asusuk>

Detailed stockist information can be found on the following link:

http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339

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