

News release



HP Introduces 20X Multiformat DVD writers

EINDHOVEN, THE NETHERLANDS, April 2007 – HP will launch in total three new 20x models. The dvd1040i, and its external equivalent dvd1040e, are new, high-speed drives with DVD±R/±RW and DVD-RAM read/write, ±R double-layer capability, and LightScribe direct disc labeling. HP will also introduce a non-LightScribe internal version: HPdvd1035i.

The new HP multiformat drives offer high speeds and double-layer recording, and are LightScribe Version 1.2 – ready for high-contrast labeling. Users can easily preserve, edit and share up to 8.5 GB of video, photos, and multimedia presentations on one double-layer disc – and quickly store, back up, and transport files on DVDs and CDs. The dvd1040i/e records double-layer DVDs up to 8X, recordable DVDs up to 20X, rewritable DVDs up to 8X and DVD-RAM up to 12X.

LightScribe is the innovative, HP patented, disc labeling system that gives CDs and DVDs a neat, professional look without ink, pens, or paper labels. With LightScribe, you simply burn your data, flip the disc over, and burn a precise, silkscreen-like label directly onto your LightScribe CD or DVD. For more info, check www.lightscribe.com.

With the combination of LightScribe, multiformat compatibility and fast writing speeds, HP offers very complete drives for all optical storage solutions. The HPdvd1040i, 1040e and 1035i will be available in European stores from April 2007.

The HPdvd1040i will be available for a recommended end user price of € 49 including VAT.

The HP1040e will be available for a recommended end user price of € 75 including VAT.

The HP 1035i will be available for a recommended end user price of € 45 including VAT.

Compatible and versatile

- Record to all major formats on one drive: DVD±R/±RW, DVD-RAM, CD-R/RW, and LightScribe.
- Enjoy excellent playback compatibility on DVD drives and players.
- Record hours of video onto DVD with your PC, then play it back in your living room.
- Record and back up critical files on DVD-RAM.

The newest technologies

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- Get the latest optical storage features in the HP dvd1040i, dvd1040e or 1035i.
- Burn discs at high speeds, up to 20X for DVDs.
- Record to single- or double-layer DVDs, and now to DVD-RAM.
- Burn labels directly to disc with the latest LightScribe technology.¹

LightScribe direct disc labeling

- LightScribe is artistic: create beautiful labels and burn them directly to your LightScribe discs.
- LightScribe is easy: just burn your CD or DVD, then flip the disc over and burn a label.
- LightScribe can't peel off, get stuck, or cause damage the way paper labels can.
- LightScribe direct disc labeling means no pens, no ink, no printer and no sticky labels.

Creative, fun and robust

- Full software suite included – edit video, create slideshows, back up music and data, create personal label designs, and more.
- Surprise your family and friends with slideshows and home movies, digitally preserved on DVD or CD, beautifully labeled with your own personal touch and ready for playback.
- Rely on HP's high quality testing standards for compatibility and quality results.

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended July 31, 2006, HP revenue totaled \$90.0 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

About HP & Lite-On

Hewlett-Packard Company has entered into an agreement with Lite-On IT Corporation, a leading IT company manufacturing high-quality ODD products, to deliver HP-branded DVD writer solutions worldwide, from early 2005.

For more information about Lite-On visit www.liteonit.com.

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¹ LightScribe labeling requires LightScribe media.



