

LIGHT UP YOUR DISCS WITH LITE-ON LIGHTSCRIBE

Lite-On IT is launching it's first DVD writer to incorporate LightScribe technology, and are making it even more attractive with write speeds that are double the previous models.

LightScribe is a new technology that uses laser etching to 'draw' high quality images on the topside of the disc, creating the ultimate professional finish and making creased labels and smudged marker pens a thing of the past. What's more, Lite-On has developed Dual Layer burning speeds of up to 8X DVD+RW.



With the combination of these two features in the latest internal DVD writer, the SHW-16H5S, every user will be able to back-up and store up to 8.5GB of data more efficiently, faster and creatively than ever before.

MEDIA: The SHW-16H5S includes write speeds of 8x on DVD+RW (double layer) media as well as 4x on DVD-RW (double layer). For single layer discs the speed is 16x for DVD+/-R and re-writing speed is 8x for DVD+RW and 6x for DVD-RW. What's more it also has the best CD writing performance of any DVD drive on the market writing to CD-R media at a speedy 48X. (See summary table on page two for full functionality).

KEY FEATURES: In addition to the LightScribe functionality, the SHW-16H5S drives possess an onboard 2MB buffer and utilise Lite-On IT's patented cutting-edge technologies:

- ❑ SMART-BURN - Eliminates buffer under-run and optimizes high-speed writing for all media
- ❑ SMART-X – For smooth and stable audio, setting the optimum speed for playback including high performance DAE/VCD/DVD data extraction
- ❑ FDSS – Floating Double Suspension System for reducing noise and vibration

SHW-16H5S	DVD-ROM	DVD-R	DVD-RW	DVD+R	DVD+RW	CD-ROM	CD-R	CD-RW
Read	16x					48x		
Write		16x		16x			48x	
Rewrite			6x		8x			24x
Write Dual Layer			4x		8x			

The key performance specifications of each drive are achieved with supported media only.



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The flexibility in writing to many different disc formats benefits both consumers and professionals in need of ample, yet cost-effective storage solutions, providing an excellent solution for audio enthusiasts seeking to archive more songs and video-files. With this product you'll find a way to easily store more digital content, and with the implementation of LightScribe, it is easier than ever before to finish discs with professional labelling.

Compatibility: The SHW-16H5S internal drive supports Windows 98SE/ME/2000/XP operating environments. LightScribe can only be used with certified LightScribe disc media.

Software: The SHW-16H5S bundles an impressive assortment of DVD authoring software and recording applets for creation of data, music, and video discs, including Ahead's Nero Express 6, Nero Vision Express, and PowerDVD from Cyberlink. For sheer simplicity and power, these applications are ideally suited to meet a wide range of consumer requirements for the creation and playback of DVDs, VCDs, and SVCDs. It also includes software for the easy use and creation of LightScribe labelled discs.

Notes to Editors: The complete company history / profile and product portfolio are available as separate documents on request from the press office. If you are interested in reviewing any item for your publication we have available a limited number of review samples for your team to test on request from the press office. Please see www.tru-pr.co.uk/press password 'Lightup' for access to the assets.

About Lite-On IT: Floated on the Taiwan stock exchange in 2001 and founded in 1995, Taipei-based Lite-On IT have grown to become the Worlds 3rd largest optical device manufacturer, setting the standard in providing CD/DVD players and recorders in both the consumer and PC markets. Recognized for their cutting-edge technology and quality, Lite-On IT have consistently delivered a range of superior performance quality ODD products into the consumer electronics sector and won supply contracts with many leading manufacturers such as Dell and HP see www.liteonit.com for further information.

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