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### Lite-On IT's Playback Time in the HD Format Wars

Lite-On IT has today announced its support of both Blu-ray and HD-DVD technologies with the planned production of two new players to support the playback of High Definition (HD) content.

The BDP-X1 (for Blu-ray playback) and the HDP-Z1 (for HD-DVD playback) will be presented for the first time as pre-production samples at this years IFA show in Berlin.



Blu-ray player: BDP-X1

At present, Lite-On IT's belief is that the market will decide which technology will win the 'battle', and until that time have chosen to keep a neutral position and support both formats.

#### About Blu-ray and HD-DVD:

Blu-ray and HD-DVD technologies both share the same goal: to provide a greater storage capacity capable of supporting the upcoming demand for High Definition content and playback. Both work by replacing the traditional red laser in DVD devices to a blue-violet laser, which operates at a shorter wavelength thus allowing greater precision in writing data and ultimately larger quantities of data storage.

Whilst the aim is identical for both technologies, there are some differences between HD-DVD and Blu-ray. HD-DVD has kept the traditional disc structure of a standard DVD, which provides less storage space but has less cost to manufacturers and end users. Blu-ray has altered the thickness of the disc

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surface and protective material, resulting in a higher storage capacity but leaves it slightly more vulnerable to damage.

**KEY FEATURES FOR BDP-X1 AND HDP-Z1:**

The following table shows the initial specifications for both the Blu-ray and HD-DVD players from Lite-On IT:

	<b>BDP-X1 (Blu-ray)</b>	<b>HDP-Z1 (HD-DVD)</b>
<b>Playable Media</b>	BD-ROM	HD-DVD-ROM
	BD-R(E)	HD-DVD-R(W)
	DVD-ROM	DVD-ROM
	DVD+/- (W)	DVD+/- (W)
	CD-ROM	CD-ROM
	CD-R(W)	CD-R(W)
<b>Playable Formats</b>	Blu-ray disc (AV format)	HD-DVD-Video
	DVD-Video	DVD-Video
	(S)VCD	(S)VCD
	Audio CD	Audio CD
	MP3 Music Disc	MP3 Music Disc
	JPEG Picture Disc	JPEG Picture Disc

Both players are anticipated to launch in the first half of 2007, with Blu-ray first in line for production. At present there is no pricing information available, as this will be determined closer to the market launch date.



The above players are amongst the first HD devices from Lite-On IT, alongside the Blu-ray triple writer drives LH-2B1S (internal) and LX-2B1U (external). Both drives are backwards compatible with

DVD and CD formats. There is a future possibility of HD-DVD writers from Lite-On IT also but as yet no details are on general release.

Lite-On has obtained the Blu-ray and HD-DVD technologies through joint ventures and cross licenses with other manufacturers such as Philips, BenQ and Toshiba.

**Notes to Editors:**

These products and many others will be available to see at IFA 2006. Representatives from the Lite-On Marketing team will be available for interview at the show by appointment. If you are attending the show and would like to arrange an interview slot then please contact the press office.

If you are interested in reviewing this product for your publication we would be pleased to place you on the waiting list - simply fill in the request form which is posted as a PDF on the press assets pages.

Please also see the press assets pages for products scans and specifications: [www.tru-pr.co.uk/press](http://www.tru-pr.co.uk/press) using password 'lightup' for access.

**About Lite-On IT:**

Lite-On IT Corporation is part of the Taiwanese Lite-On Group, which consists of nine consolidated companies. Lite-On Group is a world leading company in digital convergence (3C: Computer, Communications, and Consumer electronics) employing 35,000 people worldwide. Lite-On Group has 45 factories, 29 branch offices, and 4 R&D centers worldwide and generated total revenue of 5.2 Billion USD in 2005.

Lite-On IT was founded in 1995 and has grown since to become the World's 3<sup>rd</sup> largest optical disc drive manufacturer. In 2002, recognizing the convergence between the computer and consumer worlds, Lite-On IT expanded its portfolio and formed a Consumer Electronics Division, focusing on the development of Digital Audio-Video Appliances. Check [www.liteonit.com](http://www.liteonit.com) for further information.

LEARN MORE ABOUT  AT [WWW.LITEONIT.COM](http://WWW.LITEONIT.COM)

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