



9th August 2006

Lite-On IT lights-up IFA 2006

Lite-On IT are proud to present their new range of products on show for the first time in Europe at IFA in Berlin 1st –6th September 2006, Hall 26 stand 103.

The next twelve months will be crucial for High Definition products and Lite-On will show a cutting-edge range that is once again at the forefront of this technology.

Lite-On IT will be hosting a live demonstration of the next generation HDD/DVD Recorders sporting HDMI-output and 320GB disk space, along with the entire range of Optical Disc Drive (ODD) products.

In addition, visitors will be able to get a first glimpse of what Lite-On IT is offering to the Blu-Ray market. The first Blu-ray writer, LH-2B1S will be in production later this year, and leads an upcoming range of high standard Blu-ray optical disc drives.

What's more the stand will feature pre-production samples of Lite-Ons first Blu-ray (BD) Disc player - set to be a great hit in the consumer electronics sector in 2007.

Journalists are invited to see these next-generation products as well as to an interview with the Lite-On Marketing team. Please contact the press office for an appointment and further details. Further press releases detailing additional information regarding the new products will be issued in the run-up to IFA.

Notes to Editors:

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

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Samples of the some Lite-On products showcased will not be available until the IFA show itself. Others will be made available later in the year. If you are interested in reviewing any item for your publication we would be pleased to place you on the waiting list for samples - 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 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 2nd largest optical disc drive manufacturer. In 2002, recognizing the convergence between the computer and consumer worlds, Lite-On expanded its portfolio and formed a Consumer Electronics Division, focusing on the development of Digital Audio-Video Appliances. Check www.liteonit.com for further information.

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