

LITEON[®]

NEWS RELEASE



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Lite-On IT gets new livery

Eindhoven, The Netherlands – Casting aside last seasons strip Lite-On IT will romp into the autumn in new snappier packaging colors.

Complementing the launch of their new fresh website last month, Lite-On IT is ringing-in design changes for the product packaging of optical disc drives, to further enhance brand identity on-shelf.

“With this new product packaging we want to increase our brand recognition and awareness in the market”, says Jelmer Veldman, marketing supervisor of Lite-On IT in Europe. “Lite-On IT is the second biggest ODD manufacturer in the world and still many consumers are not familiar with our company and our brand. It’s time to step into the limelight. With the new website we created a platform where people can learn more about our company, our products and get technical assistance. Also the packaging of our optical drives has to be in line with the core values of our company and strengthen our image. With this change in packaging we’re introducing a uniform and recognizable style, supporting our brand identity.”

Quality, Integrity and Innovation

The Lite-On IT brand is synonymous not only with quality, integrity and innovation, but also with bringing an intuitive human touch to all their products. With this new packaging design Lite-On IT enhances and emphasizes these core values by returning to its corporate blue and white colors. The aim is to make the product information clearer in-store and the on-shelf communication more accessible and consumer-relevant instead of focusing on difficult technical specifications.

The new product packaging is already in distribution for CD-ROM, CD-RW, DVD-ROM and Combo drives and so will be available in store very soon. For DVD-RW and BD (Blu-ray disc) drives, the new packaging will be implemented from Q3.

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New product packaging for CD-ROM, CD-RW, DVD-ROM and Combo drives

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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