

LITE-ON EASY DUBS IT

LITE-ON IT introduce a patented new feature (EZ-DUB) which is integrated into their latest line of external DVD burners, making copying more easier and hassle-free than ever before.

The EZ-DUB function works with the addition of two buttons to the DVD writer; 'DUB' and 'FILE'. Specially developed hardware connects these buttons to the writer to allow users to copy discs in three simple steps:



1. Insert the original CD
2. Press the 'DUB' button
3. Replace the disc with a blank disc in the drive to record onto when prompted

Users can also use this simple method to backup their data by dragging files to the EZ-DUB folder on the desktop, inserting a blank disc and pressing the 'FILE' button.

Lite-On have developed their own user-friendly software to assist the above process and to keep the EZ-DUB easy to use, and like their previous DVD writers, they have maintained the compatibility with other burning software.

The first burner to incorporate this unique new technology is the SOHW-1673SU.

MEDIA: The SOHW-1673SU is an external 16x dual drive with double-layer writing capability. It includes write speeds of 4x on DVD+R (double layer) media as well as 16x on single layer DVD-RW and DVD+RW media. 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-RW media at a speedy 48X. (See summary table on page two for full functionality).

KEY FEATURES: SOHW-1673SU drives possess an onboard 2MB buffer and utilise Lite-On IT's patented cutting-edge technologies:

- ❑ EZ-DUB - Allows copying of discs and data by pressing only one button
- ❑ 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
- ❑ Flash ROM supports online programming capability

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 EZ-DUB, it will be easier than ever before to copy this data from files and/or discs.



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SOHW-1673SU	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				

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

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Compatibility: The SOHW-1673SU external drive supports Windows 98SE/ME/2000/XP operating environments, although the EZ-DUB function is only supported in 2000/XP operating systems.

Software: The SOHW-1673SU 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.

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 LITEON IT: Floated on the Taiwan stock exchange in 2001 and founded in 1995, Taipei-based LITEON IT have grown to become the World's 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, LITEON 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.

Press enquiries please contact:

Danielle Schofield at TRU PR
 Tel: +44 (0) 1179 879849
 e: danielle@tru-pr.co.uk

Sales retail/distribution enquiries contact:

Jelmer Veldman at Lite-On IT BV
 Tel: +00 31 40 250 8000
 e: marketing_eu@liteonit.com

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