



23rd August 2006

Learning faster than the speed of Lite-On

Lite-On IT is once again breaking the boundaries of previous optical disc drives with a new 18x DVD model.

The LH-18A1P is an internal DVD±R(W) writer with double and dual layer capabilities. The integration of SmartWrite and SuperAllWrite technologies provides a drive that allows faster burning to a variety of media.

SmartWrite:

SmartWrite is designed to optimize the writing strategy for each burning session. Using a smart writing algorithm and self-learning techniques, it will detect and choose the best method of writing for each type of media used, and will remember that decision for future sessions.

Super AllWrite:

Super AllWrite™ is compatibility standard which allows the DVD burner to write to any disc media: DVD+/(R/RW), DVD-RAM and Double Layer. This fantastic optical drive technology means the user no longer has to worry about different types of media or drives. Thus, the purchase and usage of discs will be hassle free and more accessible, especially helpful to novice computer users who do not understand the differences between media types.

The LH-18A1P is also the first drive to feature the new Lite-On retail packaging design. Coloured white and blue it integrates with the company's recent corporate identity overhaul.

The drive writes to double and dual layer media at 8x, letting you store, edit and share up to 8.5 GB of video, photos, multi-media presentations and more

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a member of



on one DVD. Furthermore it writes on DVD±R at 18x and rewrites on DVD-RW at 18x and DVD-RAM at 12x.

The LH-18A1P will be available across Europe from October 2006.

KEY FEATURES:

- ❑ Double/Dual Layer – Allows to write up to 8.5 GB of data
- ❑ 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
- ❑ VAS System – reduces noise and vibration during use

Technical specifications for this product may be found at www.liteonit.eu

Notes to Editors:

This product 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 send you a sample - 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 3rd 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 for further information.

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