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Lite-On Showcase External Blu-ray Burner

Lite-On IT is edging closer to the launch of Blu-ray with the release of specifications, pictures, and in showcasing the prototype of their first external Blu-ray drive at this years IFA in Berlin.

The LX-2B1U is a triple writer with double layer capabilities and backwards compatibility for DVD and CD media - meaning users can take advantage of both new HD playback technologies and also use old media types with a single drive.

About Blu-ray:

Blu-ray technology is hot news, and with a storage capacity of up to 50GB on double layer discs, it is clear to see why. The ability to archive massive files on a single disc will make life easier and free up much needed shelving space for professional users in a wide range of industries, including music, photography, film and IT.

The technology works by replacing traditional red lasers with blue ones - allowing for a greater precision in writing. It is the next generation platform for the playback of HD (High Definition) content, and is supported by over 160 of the worlds biggest companies, including PC, gaming and Consumer Electronics manufacturers and film studios.

One Blu-ray disc can store:

- ❑ 9 hours of HD video
- ❑ 23 hours of standard video
- ❑ 72 standard CDs

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The internal version of the drive, LH-2B1S, also incorporates a Serial ATA interface, which provides increased speed and performance compared with previous Parallel interfaces. The use of Serial interfaces means that performance bottlenecks are eliminated, and with an information transfer rate of 150 MB/s there is plenty of room for future improvements. The LX-2B1U uses a high speed USB 2.0 transfer.

The internal LH-2B1S will be available from October, and the external LX-2B1U is expected to launch towards the start of 2007.

KEY FEATURES:

- ❑ Double Layer – Allows to write up to 50GB 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

TECHNICAL SPECIFICATIONS:

LX-2B1U	BD-ROM	BD-R	BD-RE	DVD+/-R	DVD+RW	DVD-RW	DVD-ROM	Double Layer
Read	2x	2x	2x					
Write	2x	2x	2x	12x				4x
Rewrite					8x	6x		

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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