



22nd January 2007

LITE-ON PUTS THE WORLD TO WRITE

Lite-On IT, one of the world's largest optical drive manufacturers, has today announced the launch of two new additions to its already successful and pioneering product line of 20x DVD writers.

LH-20A1S



The LH-20A1S is the world's first 20x DVD burner with a Serial ATA interface. The internal drive is designed for advanced computer enthusiasts and the SATA interface eliminates performance bottlenecks by offering at least 150MB/s data transfer rate – improving significantly to the

Parallel ATA found on most other DVD writers today. Furthermore, the thinner cables allow for greater airflow to the drive – reducing risk of overheating.

The drive will be available from mid-February at a recommended end user price of around £32

LH-20A1PU

The LH-20A1PU is the world's first external 20x DVD burner. It is designed for both beginner computer users through to more advanced experts. It features Lite-On IT's patented EZ-DUB technology, allowing a one-touch transfer of data using buttons on the drive's casing. With a USB 2.0 connection the drive promises a fast transfer rate.

20x
EZ-DUB™



The drive will be available from the end of February at a recommended end user price of around £45

Both the LH-20A1S and LH-20A1PU feature both SuperAllWrite and SmartWrite technologies, allowing for highly efficiently burning to any type of disc media.

Marketing & Sales enquiries please contact:

LITE-ON IT BV

Maarten Souren

Tel:

0031 (0)40 250 8000

e-mail:

marketing_eu@liteonit.com

Press enquiries please contact:

TRU PR

Danielle Schofield

Tel:

+44 (0) 117 987 9849

e-mail:

liteon@tru-pr.co.uk



a member of



About EZ-DUB:

The EZ-DUB technology incorporates two buttons on the top of the DVD writer, FILE and DUB. Users can press the DUB button, enter an original disc and a blank disc when prompted, and the drive will do the copying – no complicated software involved. The FILE button does the same but will burn data stored in a file on the desktop – again, no complicated software needed. This clever solution enables even the most novice computer user save their favourite photos to DVD.

About SuperAllWrite™:

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 always understand the differences between media types.

About 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 select the best method of writing data for each type of media used, and then remember that decision for future sessions.

Specification Summary (LH-20A1S and LH-20A1PU)

	DVD RAM	DVD ROM	DVD -R	DVD -RW	DVD +R	DVD +RW	CD -R	CD -RW	CD -ROM
Write			20x		20x		48x		
ReWrite	12x			6x		8x		32x	
Read		16x							48x
Double			8x		8x				

In depth technical specifications for this drive may be found at www.liteonit.eu

Compatibility:

Windows 2000 / XP

Notes to Editors:

If you are interested in reviewing this product for your publication we would be pleased to provide you with a sample - simply contact us for more details. Furthermore we are able to organise interviews with the Marketing Manager for Lite-On IT, please contact us for an appointment. 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, founded in 1975, 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. Check www.liteonit.com for further information

LEARN MORE ABOUT **LITEON™** AT WWW.LITEONIT.COM

UK Trade Authorized Distributors:

Computer Connections
Tel:
+44 (0) 1423 704700
www.storagecompany.com

Ingram Micro
Tel:
+44 (0) 1908 260422
www.ingrammicro.co.uk

Actebis
Tel;
+44 (0) 1793 890248
www.actebis.co.uk

Micro P
Tel:
+44 (0) 1256 707070
www.micro-p.com

Microtronica
Tel:
+44(0) 870 011 9000
www.microtronica.com