



15<sup>th</sup> January 2007

### BURN IT ALL WITH A LITE-ON SLIM DRIVE

Lite-On IT, one of the world's largest optical drive manufacturers, has today announced the launch of their latest slim design DVD writer - the external model SSM-85H5SX.



This ultra compact, sleek burner succeeds the previous slim design drive (SLW-831SX) with the addition of two essential features, LightScribe and SuperAllWrite. Now, users can enjoy the benefits of top notch performance and professional finishing to any disc format whilst being on the move.

"The SSM-85H5SX is especially handy for travellers and great for notebook users and not only because of its portability and lightweight design", says Jelmer Veldman, Lite-On IT's European marketing manager. "Thanks to its compatibility with all kinds of CD and DVD media it is a one-stop archival and presentation solution for anyone with a need of copying and storing data. And thanks to LightScribe support consumers have an efficient way of creating customized and professional labels for CD and DVD discs. That is what differentiates the SSM-85H5SX from other slim external drives on the market."

The SSM-85H5SX will be available on the market from mid-January at a recommender end user price of approximately £73.



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a member of



**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 LightScribe:**

LightScribe is an innovative technology that uses the laser in compatible drives to 'draw' high quality images on the top of specially produced discs. It provides the ultimate professional finish and makes creased labels and smudged pen a thing of the past. Visit [www.lightscribe.com](http://www.lightscribe.com) for more information.

**Specification Summary:**

	DVD RAM	DVD ROM	DVD -R	DVD -RW	DVD +R	DVD +RW	CD -R	CD -RW	CD -ROM
<b>Write</b>			<b>8X</b>		<b>8X</b>		<b>24X</b>		
<b>ReWrite</b>	<b>5X</b>			<b>6X</b>		<b>8X</b>		<b>24X</b>	
<b>Read</b>	<b>5X</b>	<b>8X</b>							<b>24X</b>
<b>Double</b>			<b>4X</b>		<b>4X</b>				

In depth technical specifications for this drive may be found at [www.liteonit.eu](http://www.liteonit.eu)

**Connection:**

USB 2.0 - allowing a faster transfer of data.

**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](http://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 2<sup>nd</sup> largest optical disc drive manufacturer. Check [www.liteonit.com](http://www.liteonit.com) for further information

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