



NEWS RELEASE

9th August 2006

Lite-On IT Lights the Way for All Media

Lite-On IT is combining the very best of two leading optical technologies with the launch of their latest DVD writer.

The SHM-165H6S is an internal DVD±R(W) writer with double layer capabilities. It integrates fast writing speeds of up to 16x with LightScribe and Super AllWrite capabilities – meaning users can select media without any worries, and create stunning labels for them too!

LightScribe:

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

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 always understand the differences between media types.

As well as being packed with cutting-edge technology, the SHM-165H6S also demonstrates great performance on reading and writing speeds and quality. The drive writes to double layer media, letting you store, edit and share up to

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a member of



8.5 GB of video, photos, multi-media presentations and more on one DVD. Furthermore it writes on DVD±R at 16x and rewrites on DVD+RW at 8x and DVD-RW at 6x.

The SHM-165H6S will be available across Europe from August 2006.

KEY FEATURES of the SHM-165H6S:

- ❑ Double 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.

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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.

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

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