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a member of



Judges Go Dotty for Lite-On Blu-Ray Drive - Winner of the 2007 Red Dot Design Awards

Eindhoven, The Netherlands – Lite-On - pioneer for the world's first 20x DVD writers and product manufacturers for HP DVD writers - has been awarded the prestigious Red Dot Design Award 2007 for the new external Blu-ray drive, LX-2B1U.

Beating competition from over 2,500 high quality product entrants, spanning 43 countries, the expert panel of judges selected the Blu-ray drive as being the winner of the Product Design category.

"We are very pleased to receive this award for our external Blu-ray drive", says European marketing manager Jelmer Veldman. "Blu-ray is all about experiencing high-definition and enjoying the high quality. With this in mind our design team has done a great job designing an external drive that lives up to the expectations of delivering a new high quality standard. The design communicates the cutting-edge technology of the product and will attract those who are ready for the high-definition era in computing."

The Red Dot Design awards are hosted by the Design Zentrum Nordhein Westfalen, one of the oldest and most reputed design institutions in Europe. Since 1955 they have recognized outstanding works of International product design with the famous Red Dot seal of approval, an internationally recognized seal of quality aimed at all those wishing to qualify their business activities through excellent design.

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NEWS RELEASE

In previous years the award has been received by the design teams of many renowned companies including Apple, Mercedes-Benz, Nokia, Philips and Sony.

Lite-On will be receiving the award at the festive ceremony in Essen, Germany, held at the Aalto-Theatre on 25th June 2007.

From 26th June to July 23rd 2007 a special 4-week exhibition, "Design on Stage", showcasing the winning products from the Red Dot awards will be presented to members of the public, after which the products will go on to become part of Red Dot's permanent design winner's museum.

The award winning external Blu-ray drive will be available on the market in the third quarter of 2007. Lite-On was one of the first companies to introduce a Blu-ray drive to the market, and the internal LH-2B1S Blu-ray drive has been available on the market since late 2006.

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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 organize 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 or click the following direct link:

www.tru-pr.co.uk/press/client.php?c=liteonindex

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About PLDS:

PLDS (Philips & Lite-On Digital Solutions) is a joint venture between Royal Philips Electronics and Lite-On IT Corporation, established in 2007 and active in the market of Optical Disc Drives (ODD). The combination of a strong R&D-focus and access to enormous production capacity makes PLDS an industry leading company. PLDS has multiple ODD brands in its portfolio: Lite-On, HP (under exclusive license) and Philips (in United States only).

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