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PLDS

Lite-On introduces new design external DVD writer - compact, speedy, smart and pretty the DX-20A3P -

Philips & Lite-On
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Eindhoven, The Netherlands – Following receipt of the prestigious Red Dot design award earlier this year** PLDS (Philips & Lite-On Digital Solutions) have been inspired to re-design its standard external DVD writers. This October, a new external Lite-On DVD writer will hit the market, the 20 speed DX-20A3P.

The DX-20A3P will be a high speed 20X DVD writer in a trendy black & white casing. The new presentation, even though very robust, gives the drive the elegant look that wowed the Red Dot Judges.

In addition, compared to previous external Lite-On DVD writers, the DX-20A3P is more compact in size and thanks to the stand (included as a standard accessory), the drive can be mounted vertically to save even more desk-space.

New is also the power-switch at the back, so user can easily save power consumption when the drive is not used.

For those who are looking for an external optical storage device that is not only fast and versatile, but also comes in a modernly designed casing, the DX-20A3P will be the product of their choice.

Like all of the Lite-On 20X DVD writers, the DX-20A3P incorporates the Lite-On SmartWrite technology. This technology allows the DVD writers to overspeed certain 16X media to 20X making this beauty a 20 speed writer.

LEARN MORE ABOUT **LITEON[®]** AT WWW.LITEONIT.COM

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In addition to this overspeeding to the highest possible writing speed, SmartWrite technology is also well appreciated for its performance quality improvement on low-quality media. It optimizes the writing strategy for unknown media brands in order to get the highest quality results possible.

The DX-20A3P is available in Europe from November. In depth technical specifications for this drive may be found at www.liteonit.eu.

Compatibility: Windows 2000 / XP

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.

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.

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

**See the above link for the release dated 4th June 2007 for the full details of the Red Dot award.

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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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