



PHILIPS & LITE-ON
DIGITAL SOLUTIONS



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Philips & Lite-On Digital Solutions: Leading in Blu-ray optical storage technologies

Long History and Reputation in Optical Disc Drive Business Positions Company as Industry Leader in New BD Format

Philips & Lite-On
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Eindhoven, The Netherlands – Now that the “bun-fight” between Blu-ray Disc (BD) and HD-DVD appears to be over, Philips & Lite-On Digital Solutions (PLDS) are set to become an industry leading company in the market of Blu-ray Optical Disc Drives.

In 2006, Lite-On IT wisely positioned itself to compete in both formats by first signing an agreement with Toshiba to license its use of HD-DVD patents and later that same year in acquiring BenQ’s Optical Storage business and thus the existing joint venture between BenQ and Royal Philips Electronics (PBDS) was renamed Philips & Lite-On Digital Solutions.

Since Philips is not only a ‘board of directors’ member of the Blu-ray Disc Association but also owner of various Blu-ray Disc related patents, the new partnership gave Lite-On IT access to an impressive portfolio of patents which allowed the company to begin R&D and ultimately production of its current line of leading Blu-ray Disc products.

As one of the few companies in the ODD industry that has access to a large Optical Disc Drive production facility as well as the above mentioned numerous Blu-ray patents PLDS leads others in bringing the latest Blu-ray Optical Disc Drive technologies to the marketplace. Other traditional ODD manufacturers will need to either pay Blu-ray royalties to the original patent holders and/ or outsource their production of BD drives to other manufacturers.

“Combining Lite-On manufacturing abilities with Philips Blu-ray patent coverage gives the joint venture PLDS a competitive advantage,” says Jelmer Veldman, European Marketing Manager at PLDS. “The Lite-On brand has a long history and reputation in the ODD market and we are very excited to continue to offer

high quality Optical Disc Drives at a competitive price to the consumer, with Blu-ray as the future standard," Veldman adds.

Lite-On Blu-ray Product Portfolio

Under the Lite-On brand PLDS was one of the first companies to introduce a Blu-ray writer: the **LH-2B1S** has been on the market since November 2006. The LH-2B1S is still available and a safe choice for early adopters who are ready to upgrade their system with Blu-ray reading and writing capacities. This BD writer has received various recommendations and awards in the international IT press.

To make the Blu-ray format available for a wider audience, PLDS introduced the Lite-On **DH-401S** in 2007. This is a BD-ROM drive that allows users to playback Blu-ray discs from their PC at home. The competitive price point of the BD-ROM makes it an attractive option for users who are looking for an economic solution for Blu-ray playback.

Looking Ahead

In the 2nd quarter of 2008, PLDS will introduce an external version of the Lite-On BD-ROM. The **DX-401S** is a portable BD-ROM drive that allows users to playback their Blu-ray Disc on any PC through a USB 2.0 connection. The stylish black & white casing gives the DX-401S a modern and trendy look and received the RedDot design award by the German Design Zentrum Nordrhein Westfalen for high design quality.

- Minimum system requirements must be met to be able to playback Blu-ray Discs

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).

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

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