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## Press Invite: Meet with Lite-On at CeBIT 2009

**PLDS**

Philips & Lite-On

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a member of



Lite-On is a brand synonymous with forward thinking innovations within the optical drive industry and members of the Lite-On team are inviting members of the press to visit and book meetings during the CeBIT 2009 trade show.

During CeBIT 2009, Lite-On will introduce their latest products and features. One of the highlights will be the introduction of LabelTag, a new Labeling feature for DVD±R discs. Furthermore Lite-On will showcase their full color line-up of external slim DVD-writers.

**Date:** 3<sup>rd</sup> to 6<sup>th</sup> March 2009

**Venue:** Meeting Room 18, Stand D38 in Hall 20 **Location:** Business Center, - CeBIT, Hannover

CeBIT ([www.cebitt.com](http://www.cebitt.com)) is the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments, and Lite-On have reserved a fully equipped, private meeting room within the Business Center - offering a professional, uncomplicated and relaxed atmosphere where Lite-On staff and guests will enjoy exclusive access and discussion away from the noise and bustle of the exhibition hall.

The Lite-On team will be available to discuss current and future projects on the product and corporate roadmap - including the latest technology, "LabelTag" - a pioneering new feature which allows users to burn a circular image label onto the data side of the disc during a writing session. More details on this exciting new feature will be announced next week (9<sup>th</sup> February).

**Notes to Editors:**

If you would like to organise a meeting with Lite-On, please contact the press office.

Press releases and images for all products may be found at:

[www.tru-pr.co.uk/press](http://www.tru-pr.co.uk/press)

PAC code: LightUp

**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 the brands Lite-On, HP (under exclusive license) in its portfolio.