



PHILIPS & LITE - ON  
DIGITAL SOLUTIONS

4<sup>th</sup> June 2008

---

## Speedy & Secure Product Developments: PLDS Announce Plans for Drives

---

### Sales Enquiries:

Maarten Souren

PLDS

Tel: +00 31 40 250 8000

maarten\_souren@pldsnet.com

### Press Enquiries:

Danielle Schofield

Tru PR

Tel: +44 (0)845 8338 292

plds@tru-pr.co.uk



a member of



PLDS have announced plans for upcoming product ranges at a press conference during Taiwan-based show Computex today. The developments offer heightened security and speed for end users.

### 22x Speeds

The new Lite-On DVD drives will offer a lightening fast writing speed of 22x using compatible media.

### SecurDisc

Integrated with the Lite-On Drives and bundled NERO software, SecurDisc will offer various data protection methods, each with it's own level of security allowing users to store their data with an appropriate level of protection. More info can be found at: [www.securdisc.net](http://www.securdisc.net)

### SmartErase

This technology, developed by PLDS, allows users to erase data from standard recordable-only discs such as CD-R and DVD+/- R (DL) media. Users will no longer have to resort to drastic measures such as breaking the disc in order to safely and permanently erase the data.

"SmartErase is an ideal solution for companies or individuals that need to delete confidential data stored on a write-once disc," says Jelmer Veldman, European Marketing Manager for Lite-On. "Instead of physically destroying the disc, you can now simply overwrite the data with meaningless characters, which makes the disc unreadable. After a full erase the data can not be recovered and this method is friendlier to the environment then physically destroying disc, which releases chemicals to the environment."

The SmartErase feature is not presently scheduled to be implemented on Blu-ray drives at present.

## **External Slim Drive**

Plans are underway to introduce a new USB-powered external slim DVD drive to the market by July 2008, adding functionality to users wishing to write data whilst on the move. Further details will be provided during product launch.

## **Blu-ray**

A new Blu-ray BD-COMBO drive is to be introduced later in the year, to add to the existing Lite-On portfolio of the BD writer, and the Internal & External BD-ROM drives. Further details will be provided during product launch.

## **Notes to Editors:**

Please note this release is a preview announcement of the products/features mentioned and presently we do not hold any further details or samples of such products. Separate press releases will be distributed concerning each individual feature/product.

Meanwhile we would be happy to organize interviews with PLDS or provide review samples of existing products – simply contact the press office or visit our press room for more information:

[www.tru-pr.co.uk/press/client.php?c=liteonindex](http://www.tru-pr.co.uk/press/client.php?c=liteonindex)

### **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**<sup>®</sup> AT [WWW.LITEONIT.COM](http://WWW.LITEONIT.COM)