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PLDS

Philips & Lite-On
Digital Solutions

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a member of



Spring launch for PLDS External BD-ROM

PLDS (Philips & Lite-On Digital Solutions) announce their latest addition to their Blu-ray range which, with the latest hype in the industry is sure to be hotter than hot cross buns this Easter! The DX-401S is an external BD-ROM drive set for launch in April 2008.

The Lite-On DX-401S is a versatile read-only device for all popular optical media formats. Simple to use with just a USB connection, this drive makes Blu-ray playback readily available to even the most novice of computer users without any complicated hardware knowledge.

In addition to Blu-ray, this handy drive can read all DVD+/-R(W) and CD-R(W) media. This external equivalent to the DH-401S multi-format drive is likely to prove just as big a hit in the market with consumers eager to buy into the Blu-ray playback at the lowest price possible.

"Due to recent market developments we can expect an increasing volume of movies to be released in high definition on Blu-ray Discs", says Jelmer Veldman, European Marketing Manager at PLDS. "The market adoption of Blu-ray as the optical disc standard for High Definition content results in a growing demand for Blu-ray playback solutions. The portable external Lite-On BD-ROM drive allows users to playback their Blu-ray discs on any PC via a USB 2.0 cable* ".

The drive is extremely stylish, with a modern black and white casing, a design which has won the Red Dot Design Award on sister PLDS devices.



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The multi-purpose DX-401S is a read-only device for all popular optical media formats, including Blu-ray discs. In addition to Blu-ray, this handy drive can read all DVD+/-R(W) and CD-R(W) media. A summary of reading speeds can be seen in the following table:

	BD-R/RE/ROM	DVD+/-R	DVD+/-RW	CD-R(RW)
Single Layer	4x	12x	8x	32x
Double Layer	4x	8x		

There is presently no confirmed pricing for this product as yet, however it is expected to hit the UK market in the second quarter of 2008.

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/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).

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