

July 29th 2008

Faster Burning and Ultimate Data Removal: Lite-On Reveal new range of 22x DVD Writers



Philips & Lite-On
Digital Solutions

PLDS has today announced plans to unveil a new generation of Lite-On branded DVD writers which incorporate both improved 22x speed and a brand new data erasing feature, SmartErase.

About SmartErase:

SmartErase is a patented function for DVD+/-R(DL) and CD-R discs, which overwrites existing data with random and meaningless characters so the disc can no longer be read by any drive. This process provides assurance to users that any confidential data is no longer able to be accessed by anyone and is guarantees a more thorough approach to simply breaking the disc or 'shredding' 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 and make the disc unreadable. After a full erase the data can not be recovered and this method is friendlier to the environment than physically destroying disc, which releases chemicals to the environment."

To enable easy use of SmartErase, the function will be built into Nero 7 Essentials, the software bundled with the DVD writers. Users wishing to erase data simply have to select from the Nero application and choose from one of two strategies:

Sales Enquiries:

Jeroen Dohmen
PLDS
Tel: +00 31 40 250 8000
jeroen_dohmen@pldsnet.com

Press Enquiries:

Danielle Schofield
Tru PR
Tel: +44 (0)845 8338 292
danielle@tru-pr.co.uk



a member of



UK Trade Authorized Distributors:

Computer Connections
Tel:
+44 (0) 1423 704700
www.storagecompany.com

Ingram Micro
Tel:
+44 (0) 1908 260422
www.ingrammicro.co.uk

Micro P
Tel:
+44 (0) 1256 707070
www.micro-p.com

Microtronica
Tel:
+44(0) 870 011 9000
www.microtronica.com

Notes to Editors:

If you would like to review this product for your publication then please email the press office.

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

www.tru-pr.co.uk/press
PAC code: LightUp

- ❑ Quick Erase – only erases data stored in Lead-in area and data on the first track. This renders the disc unreadable by drives but does leave a small chance of data recovery by some software.
- ❑ Full Erase – overwrites the entire disc, and although takes longer will ensure all data is permanently erased.

Four new models of writer will be released comprising the SmartErase function:

- ❑ iHAP322: 22x DVD writer with PATA connection
- ❑ iHAP422: 22x DVD writer with PATA & Lightscribe
- ❑ iHAS322: 22X DVD writer with SATA connection
- ❑ iHAS422: 22x DVD writer with SATA & Lightscribe

The new DVD writers will be available across Europe by October 2008.

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