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## LITE-ON UP YOUR DESK

### PLDS ANNOUNCE NEW COLOUR LINE-UP FOR EXTERNAL DRIVES

**PLDS**

Philips & Lite-On

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PLDS have today announced a new external slim DVD drive, the eSAU108, an 8x writer which makes a colourful addition to the already successful portfolio of pioneering optical products.

Powered by USB, the eSAU108 drive follows the eSAU208 launched last year, and extends the already popular colour choices of pearl white and burgundy red, with the addition of piano black (from February) and navy blue (from April).

"Offering more colours is a logical consequence of the trends in the notebook PC market", says Jelmer Veldman, marketing manager for Lite-On in Europe. "Whereas notebooks used to be black or grey, we can now see much more emphasis on design and colour. Notebooks are getting more fashionable: smaller in size, trendier in design, and available in a wide spectrum of colours. Our external slim DVD writers are keeping up with these trends and moving in the same direction. When choosing accessories for their notebooks, consumers are looking for products that are not only meeting functional and quality expectations but also match their lifestyle in terms of fashion and personality."

When developing the new range of colours for the eSAU108, Lite-On involved the end user by consulting their website visitors, and giving them an opportunity to vote for their favourite colour on [www.liteonit.com](http://www.liteonit.com).

"Black and blue were by far the two top choices", says Jelmer Veldman, "so, we are confident to add these two to the product line-up. We are very positive about consulting consumers in the development stage of



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**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](http://www.tru-pr.co.uk/press)  
PAC code: LightUp

products - their opinion is very valuable to us, so we are looking forward to use this strategy again".

The eSAU108 drive, like its predecessor, is compact, mobile and has a strong emphasis on reducing power consumption, with the ability for users to connect to either a standard AC power source, or via a USB cable to their PC or notebook. Furthermore, the drive offers functions to reduce power usage by 40-60% depending on media, in order to conserve energy or to provide more smooth writing sessions when running from a lower-powered notebook.

The eSAU108 will retail for approximately £60. It is available now across Europe in white and burgundy with black and blue to follow in February and April respectively.

The sister model, eSAU208 has the addition functionality of LightScribe technology and will be updated with the addition of a piano black version.

	Writing	Reading
<b>DVD+/-R</b>	8X	--
<b>DVD+RW</b>		
<b>DVD+/-R DL</b>	6X	--
<b>DVD-RW</b>		
<b>DVD-RAM</b>	5x	--
<b>CD-R(W)</b>	24x	--
<b>DVD-ROM</b>	--	8x
<b>CD-ROM</b>	--	24x

A detailed specification can be found online at:  
[www.liteonit.eu/optical-storage-dvd-rw-external-slim/esau-108/208-multicolor.html](http://www.liteonit.eu/optical-storage-dvd-rw-external-slim/esau-108/208-multicolor.html)

**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.

LEARN MORE ABOUT **LITEON**® AT [WWW.LITEONIT.COM](http://WWW.LITEONIT.COM)

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