



17th August 2009

A Top Choice to Save & Play Files on the Move

LITE-ON LAUNCH NEW eTAU108 SLIM TOP-LOADING DVD WRITER

PLDS

Philips & Lite-On

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
danielle@tru-pr.co.uk



a member of



Lite-On have today unveiled the eTAU108, a slimline, external DVD writer.

The eTAU108 writer will be available from September for £38 SRP. With a stylish profile and easy to use toploading mechanism, it's the ideal solution for users seeking to save files and playback data whilst away from the home or office.

Key Features:

- ❑ Slim and lightweight (less than 350g)
- ❑ Top-loading design for robust disc changing
- ❑ USB-powered for use anywhere, anytime
- ❑ USB Cable storage underneath
- ❑ Piano Black or Pearl White colours
- ❑ Available from September
- ❑ £38 SRP

The ideal solution for users seeking a way to save or playback data whilst on the move:

With the rise of the netbook craze, many users now own notebooks which do not offer an optical drive. The eTAU108 is an essential device for such users, offering them the ability to browse data or playback their favourite movies, and, with a write speed of up to 8x, enables them to write and archive important pictures, documents and other files whilst at home and on the move without compromising on performance.

USB-power and cable storage allows users to stay productive in even remote locations:

The eTAU108 DVD writer does not require a fixed power source in order to work – instead it uses the USB cable (supplied) to share the power source from the computer it is connected to. This means users can play movies or save files anywhere, anytime.



UK Trade Authorized Distributors:

CCI Distribution
Tel: +44 (0) 1423 704700
www.ccidistribution.co.uk

Ingram Micro
Tel: +44 (0) 870 1660160
www.ingrammicro.co.uk

Bell Micro
Tel: +44(0) 870 011 9000
www.bellmicro.eu/uk

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.

Furthermore, the base of the drive features a storage design for users to keep their cables safe whilst not in use, leaving no more messy tangles at the bottom of the bag.

Top-loading design provides a more convenient and robust way to change discs:

With a top-loading design, the eTAU108 drive provides an easier way for users to change discs without leaving fingerprint marks on the delicate surface. This design also reduces the chances of scratching the disc in comparison with traditional slot-drive devices, providing a robust option that will help keep users data safer for longer.

A lightweight and portable design aimed for the everyday mobile user:

Weighing less than 350g, eTAU108 writer is perfectly sized to fit into any notebook, backpack or handbag, making it effortless for users to stay entertained away from the home.

Sleek and smooth profile presents users with a distinctly stylish accessory:

The eTAU108 DVD writer breaks the mould from traditional portable writer designs, which can be clunky with little attention to style. The eTAU108, with an elegantly slim profile, smooth curves and a glossy casing available in piano black or pearl white, presents users with a trendy, practical accessory that won't look out of place in any setting.

Pricing & Availability:

The eTAU108 will be priced at £38 SRP and will be on the shelves from the end of September.

Reading and Writing Speeds:

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

Notes to Editors: If you would like a review sample, please email the press office. Press releases and assets may be found at: www.tru-pr.co.uk/press/client.php?c=liteonindex