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Hassle-free Disc Labelling with LabelTag

LITE-ON LAUNCH NEW IHAS524 24X DVD WRITER WITH LABELTAG

PLDS

Philips & Lite-On

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Lite-On have today announced the launch of the iHAS524 24x DVD writer – the first with LabelTag technology.

The iHAS524 DVD writer will be available this month for £44 SRP. With incredibly fast writing speeds, SmartErase technology and LabelTag, it provides users with a secure, fast and efficient way to copy and backup data, pictures and media –and organise them stylishly with no extra fuss.

Key Features:

- ❑ 24x – the fastest writing speed available for DVD
- ❑ LabelTag for efficient and simple disc labelling
- ❑ SmartErase for secure disc disposal
- ❑ Bundled with Nero 8
- ❑ Available to buy now
- ❑ £44 SRP

LabelTag technology for hassle-free disc labelling:

The patented LabelTag technology allows users to create a circular label including text and a small picture, on the data side of DVD+/-R single layer or CD-R discs.

The images are created at the same time as writing the disc data and at the normal recording speeds – so LabelTag provides a quick, easy and cost effective solution to disc labelling without any need for fussy markers or stickers, additional hardware/software or for flipping the disc – burning a label is just as quick and easy as burning the data itself.

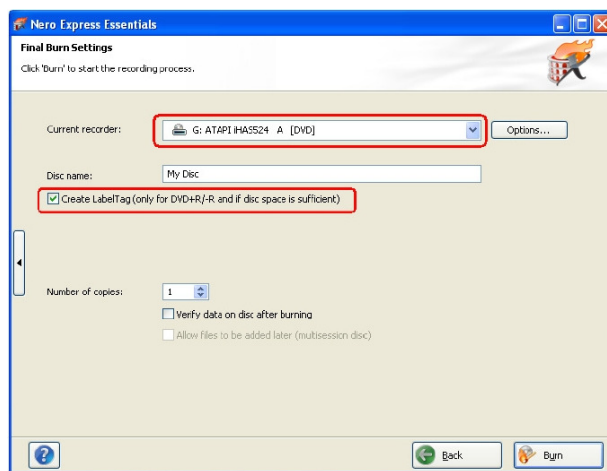
What's more, users don't need any special disc media in order to use LabelTag. The technology works on any DVD+/-R disc and is fully compatible with other playback devices, making it an ideal solution for archiving and organising back-ups.



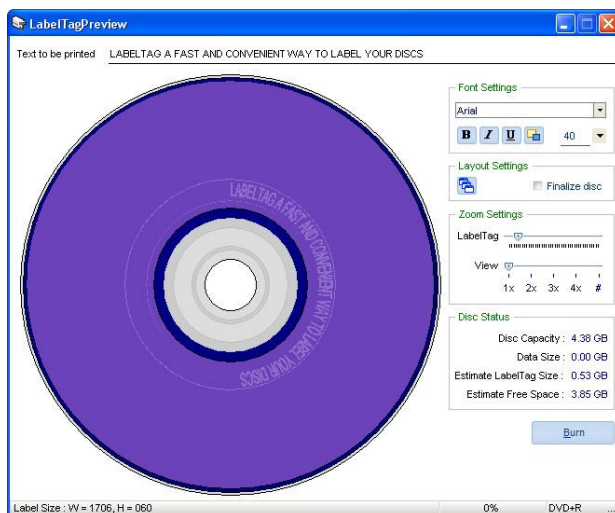
“At CeBIT 2009 we previewed the feature to a selected group of business partners and press,” says Jelmer Veldman, marketing manager for Lite-On in Europe. “The response we received so far has been very positive, and we are looking forward to introduce this feature on a bigger scale now,” Veldman adds.

The iHAS524 comes bundled with Nero 8 software, which implements the LabelTag technology, allowing users to create personalised disc labels in a user friendly process:

1. Users create their disc in the usual steps for Nero 8
2. Just before clicking 'burn' they can opt to add a label:



3. If the add LabelTag option is selected, users can create their label from the LabelTag screen:



More information on LabelTag please visit:
<http://www.liteonit.eu/labeltag>

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.

The fastest writing speed currently available:

The iHAS524 writes DVD discs at a top speed of 24x – the fastest writing speed currently available for DVD writers – allowing users to stay more efficient and productive without waiting around for writing sessions to complete.

SmartErase technology provides ultimate security:

When discarding unwanted discs, many users tend to scratch or break the disc and simply throw it into the bin – without realising that some of the data could still be deciphered.

The iHAS524 integrates the patented Lite-On technology 'SmartErase', which allows users to permanently destroy discs (including non-rewrite formats) by overwriting all existing data with meaningless characters and rendering the disc unreadable by any means.

Using SmartErase gives users peace of mind that any personal and confidential data is completely secure and safe from unauthorised access, even after disposal.

Pricing & Availability:

The iHAS524 will be priced at £44 SRP and will be available to buy from a selection of high street and online retailers from this month onwards.

Reading and Writing Speeds:

	Writing	Reading
DVD+/-R	24X	
DVD+RW	8X	--
DVD-RW	6X	--
DVD-RAM	12X	--
DVD+/-R DL		
CD-R	48X	--
CD-RW	32X	
DVD-ROM	--	16X
CD-ROM	--	48X

For more detailed specifications please visit:
<http://www.liteonit.eu/optical-storage-dvd-rw-internal/ihas524.html>

Notes to Editors:

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

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