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## What's Blu, Light and Faster Than Ever?

### THE NEW LITE-ON iHBS212 12X BLU-RAY WRITER WITH LIGHTSCRIBE

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**PLDS**

Philips & Lite-On

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a member of



Lite-On have today announced the launch of the iHBS212 12x Blu-ray Disc (BD) Writer – the fastest speed available.

“With the iHBS212 Lite-On strengthens its position as a leading Optical Disc Drive manufacturer”, says marketing manager. Jelmer Veldman. “Now that the marketing adoption of the Blu-ray format is increasing ever more, we are happy to offer our consumers this up-to-day Blu-ray writer, next to our BD-COMBO and BD-ROM drives”, Veldman adds.

**Key Features:**

- ❑ 12x – the fastest writing speed available for Blu-ray
- ❑ SATA Interface
- ❑ SmartWrite and SmartX technologies
- ❑ LightScribe disc labelling
- ❑ £136 SRP approx – available end of June

**12x – Delivering Faster Back-ups to Consumers:**

Consumer demand is rising for faster writing speeds and the ability to storage large volumes of high definition data onto Blu-ray discs. The iHBS212 perfectly meets this need with 12x writing speeds (BD-R Single Layer) – the fastest available on the market today.

What's more, the iHBS212 also supports recording and playback across a wide range of other popular media formats including Blu-ray BD-R Double Layer, DVD and CD.

**Designed for Higher Performance and Versatility:**

The internal iHBS212 drive incorporates a Serial ATA (SATA) interface for optimum performance. The drive is designed using a short-loader mechanism which produces improved airflow and lower noise levels and is ideally placed for installation in today's mini desktop PCs.



**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 iHBS212 drive also bundles the CyberLink BD Suite – offering users a host of advanced writing and playback applications to fine-tune to their needs.

**LightScribe technology for eye-catching finishes:**

With the integrated LightScribe technology, users can create stunning disc labels, laser-etched directly onto the LightScribe disc surface. Such simple finishing touches eliminate the need for messy stickers or pens and ensures a professional and consistent way to label and archive discs.

**SmartWrite – enabling users to burn and work:**

With Lite-On's patented SmartWrite technology the drive learns the best writing algorithm in order to optimise session times to write data even faster. It allows users to set the maximum speed of operation whilst they multi-task in the background – allowing them to write data and work simultaneously with a minimised risk of failed sessions.

Also included is the SmartX technology which helps to reduce acoustic noise and anti-vibration, resulting in a quieter, smoother playback.

**Pricing & Availability:**

The iHBS212 will be £136 SRP approx and will be available to buy from a selection of retailers from the end of June.

The iHBS112 (without LightScribe) is available now at £123.

**Reading and Writing Speeds:**

	Writing	Reading
<b>BD-R SL</b>	12X	
<b>BD-R DL</b>	8X	
<b>BD-ROM</b>		8X
<b>DVD+/-R</b>	16X	
<b>DVD+RW</b>	8X	
<b>DVD-RW</b>	6X	
<b>DVD+/-R DL</b>	8X	
<b>CD-R</b>	48X	
<b>CD-RW</b>	24X	

For more information please visit:

[www.liteonit.eu](http://www.liteonit.eu)

**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](http://www.tru-pr.co.uk/press/client.php?c=liteonindex)

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

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