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High Definition Entertainment and Data Back-up Solutions Meet in the PLDS iHES206 Combo Drive

PLDS

**Philips & Lite-On
Digital Solutions**

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PLDS have today announced the launch of the iHES206 – an internal 6x Blu-ray drive which not only plays back high definition media at 6X but allows tradition data storage through standard DVD and CD media.

By choosing the iHES206, which comes with a SATA interface, consumers can enjoy the advanced technologies of Blu-ray for home entertainment and playback their favourite movies in high definition. Furthermore, this excellent combo disc drive can support the writing of data to DVD and CD media for easy back up of data, and the added LightScribe functionality means discs can be finished with the highest quality labelling.

The iHES206 provides a superb all-round solution to users and adds to the existing range of Lite-On products which already extends to BD-ROM, Blu-ray Writers and DVD writers, and PLDS is determined to fulfil the growing demand for more Blu-ray compatible products.

“Now that Blu-ray is becoming a widely accepted and popular format for High Definition video playback, we want to offer the consumer another solution to enjoy Blu-ray on their PC,” says Jelmer Veldman, Marketing Manager for Lite-On in Europe. “This BD-COMBO is the perfect upgrade for those users who want to playback High Definition movies on their PC.”

The iHES206 drive will be available across Europe from November 2008 and estimated retail pricing is £109.



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

Summary of reading and writing speeds:

	Writing	Reading
BD-R (SL) BD-RE (SL) BD-ROM (SL)	--	6X
BD-R (DL) BD-RE (DL) BD-ROM (DL)	--	4X
DVD+/-R	16X	--
DVD+/-R DL DVD+RW	8X	--
DVD-RW	6X	--
DVD-RAM	12X	--

About Lightscribe:

Lightscribe is an innovative technology that uses the laser in compatible drives to 'draw' high quality images on the top of specially produced discs. It provides the ultimate professional finish and makes creased labels and smudged pen a thing of the past. Visit www.lightscribe.com for more information.

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