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Lite-On iHOS104: Truly Affordable Blu-ray

PLDS ANNOUNCE NEW BD-ROM WITH CYBERLINK TRUETHEATER™

PLDS

Philips & Lite-On

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Lite-On have today announced an updated version of their BD-ROM drive, the iHOS104, and brings Blu-ray format to the mass market.

The iHOS104 is a 4x drive with SATA interface and with an SRP of only £77 inc. VAT is an affordable way for users to upgrade their media system to the Blu-ray disc format and enjoy the full capability of high definition entertainment.

“Slowly but surely the Blu-ray Disc format is growing in popularity. By reducing the end-user price of a Blu-ray Disc playback device for PCs, Lite-On facilitates consumers who want to upgrade their system to enjoy High Definition content playback on their PC from a Blu-ray Disc, without making a high investment”, says Jelmer Veldman, Marketing Manager for Lite-On in Europe. “Furthermore, the BD-ROM drive has a high value Cyberlink software package included, which will change the way people watch video content from a PC”, adds Veldman.

TrueTheater™:

The iHOS104 is bundled with the latest Cyberlink Power DVD software which includes the brand new CyberLink TrueTheater™ technology.

TrueTheater™ delivers the ultimate in movie playback quality for PC-based home-theatre systems. TrueTheater™ technology includes:

- TrueTheater™ Motion – For smoother video playback with frame rate upscaling to 60 fps.



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

- TrueTheater™ HD – For watching standard definition content on HD screens at a higher resolution.
- TrueTheater™ Stretch – For displaying content on 16:9 widescreen displays regardless of the input ratio.
- TrueTheater™ Lighting – For enhanced image details, naturalized colours and adaptive adjustments to chroma and luminance.

Read and Write Speeds:

	Single Layer	Double Layer
BD-R/RE/ROM	4x	4x
DVD+/-R	12x	8x
DVD+/-RW	8x	
CD-R(RW)	32x	

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

The iHOS104 SRP is approximately £77 inc. VAT.
It will be available across Europe from July.

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

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