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## **PLDS Launch Patented LabelTag Drive**

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**PLDS**

Philips & Lite-On

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PLDS have today announced their next generation of internal DVD writers to be launched in April this year. The new drive, iHAS624, is not only faster (24x) but includes a patented and cutting edge technology, LabelTag.

### **About LabelTag:**

LabelTag, a feature patented by PLDS, allows users to create a circular label on the data side of DVD+/-R discs. Whilst burning the data, users can add text and a small picture, which is then printed directly behind the data at the same time as writing – and at the normal recording speeds.

LabelTag provides a quick, easy and cost-effective solution to disc labelling without the need for flipping the disc or for additional hardware/software – burning a label is just as easy as burning the data.

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

The new iHAS624 drive is 24x - the fastest writing speed available on the market for DVD+/-R media (using certain quality discs only). This speed upgrade is ideal for users looking for the fastest burn time with the highest quality of data recording possible.



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In addition to LabelTag, the iHAS624 drive integrates:

- ❑ A SATA interface, offering higher performance and compatibility.
- ❑ LightScribe technology, allowing users to burn silkscreen labels onto special media
- ❑ SmartErase, allowing users to permanently erase data from non-rewritable media.

Aside from the iHAS624, PLDS will also be launching a sister drive, the iHAS324, which is a standard 24x drive with SmartErase, but without the LabelTag or LightScribe functionality.

**Availability:**

iHAS624 – May 2009

iHAS324 – April 2009

**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](http://www.tru-pr.co.uk/press)  
PAC code: LightUp

**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<sup>®</sup>** AT [WWW.LITEONIT.COM](http://WWW.LITEONIT.COM)

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