

# Lite-On launches new eNAU series 8x external slim DVD writers

Customise discs and drive with smart interchangeable top cover inserts

Sydney, Australia, March 16, 2011 – Lite-On, a global leader of optical storage solutions, today released the new eNAU series 8x external slim DVD writers – eNAU608 and eNAU508.

Compact and convenient, the eNAU series offer a simple solution for sharing photos, creating home videos or backing up data on-the-go, along with smart and stylish interchangeable top cover inserts to complement individuals' PC devices. Users can create a personalised top cover via a software utility which is included with the device – add vibrant colours, insert favourite photos or choose a design to express fabulous flair and flamboyance. As an added bonus, the device also comes with colourful pre-designed inserts for users to apply.

Beyond its elegant exterior, the eNAU series features LightScribe direct disc labelling technology for DVDs and CDs (eNAU608 only) and LabelTag, Lite-On's latest patented disc labeling technology that allows users to create a circular label on the data side of a standard DVDR disc – no special media required. When burning the data, users can add text and a small image that will be printed directly behind the data in the same session and on normal recording speed. After labelling, all discs remain fully compatible with an assortment of playback devices.

The eNAU series are compatible with all common DVD and CD formats including DVD+R, DVD+RW, DVD-R, DVD-RW, DVD+R9, DVD-RAM, DVD-ROM, CD-R, CD-RW, and CD-ROM.

Furthermore, the eNAU series is powered by USB therefore requires no other additional cables or adapters. With its lightweight design, the eNAU series is an ideal add-on for portable devices such as laptops, netbooks and tablets – a perfect companion for professionals, schools and people with active lifestyles.

The Lite-On eNAU series 8x external slim DVD writers – eNAU608 and eNAU508 will be available in Australian next month – stockists to be confirmed. RRP: eNAU608 – AU\$75 inc GST, eNAU508 – AU\$69 inc GST.

About PLDSPLDS (Philips & Lite-On Digital Solutions) is a joint venture between Royal Philips Electronics and Lite-On IT Corporation that is responsible for the sales and marketing of Lite-On branded Optical Disc Drive (ODD) business. The combination of a strong R&D focus and access to enormous production capacity makes PLDS an industry leading company. PLDS is dedicated to excellence and devote best efforts to further expand innovative quality product offerings for the PC industry and strengthen its top global position in the ODD industry. For more information, visit [www.liteonit.com](http://www.liteonit.com).

## Contacts

Christine Kardashian  
+61 2 8084 0705  
<mailto:chris@dashpr.com.au>