

Marketing Bulletin

November 24, 2004

UPDATED FIRMWARE ENHANCES DOUBLE LAYER WRITING

Dear Valued Customer,

Lite-On is pleased to announce an enhanced version of firmware that enables faster Double Layer (DL) writing performance, available at "no-charge" for **SOHW-1633S and SOHW-1633SX drives only**. With this new firmware, the specified DVD ReWritable drives will increase DL "burn" speed to 4X; a 66% improvement from the previous 2.4X specification.

As an added feature, this new firmware also provides a significant improvement in DVD-R writing times by increasing the speed to 12X from the previous 8X specification. After updating these drives with the enhanced firmware, the 16X writing performance for DVD+R and the 12X "burning" speed for DVD-R discs provides consumers with the added versatility and flexibility in recording options. These drives now offer unmatched performance and convenience for consumers with an appetite for timesavings achieved through faster operations. Single layer discs hold 4.7GB of data, while the Double Layer discs hold 8.5GB.

The table below highlights the performance specifications inherent in this enhanced firmware release.

| | DVD+ | | | DVD- | | | DVD | CD | | |
|----------------------|------|----|------|------|----|-----|-----|-----|-----|-----|
| | R | RW | DL | R | RW | DL | ROM | R | RW | ROM |
| Current Firmware | 16X | 4X | 2.4X | 8X | 4X | N/A | 16X | 48X | 24X | 48X |
| Enhanced Firmware | 16X | 4X | 4X | 12X | 4X | N/A | 16X | 48X | 24X | 48X |

Please note that once the enhanced firmware has been installed, users are not able to return to the original version of firmware.

To upgrade your SOHW-1633S or SOHW-1633SX, please visit the Lite-On Americas web page at <u>www.liteonamericas.com</u> and follow the download instructions.

Please feel free to contact Lite-On Customer Service at (888)-454-8366 or by email at <u>us service@liteonit.com</u>, if you have any questions or require additional information.