

Howard Wing, VP Sales and Marketing
Plextor Corp. (510) 440-2104
hwing@plextor.com

Marianne Welch
Welch Communications (408) 395-7363
info@welchcommunications.com

PLEXTOR INTRODUCES 16X DVD±R/RW DRIVE WITH SERIAL ATA (SATA) INTERFACE

New DVD/CD Burner Supports Dual-Layer DVD+R Technology for Increased DVD Recordable Capacity to 8.5 GB

FREMONT, Calif. - November 15, 2004 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, today announced the new PX-716SA series DVD±R/RW drive. Featuring a native Serial ATA (SATA) interface and high-speed 16X DVD+R and 16X DVD-R recording, the internal drive combines fast performance, 150 MB/sec bandwidth, and recording features that ensure reliable, high-quality results across a broad spectrum of media.

The drive achieves blazing fast 16X CAV performance on recommended 8X DVD+R media, and burns a 4.7GB DVD in less than six minutes, one minute faster than leading ZCLV competitors. The new drive also supports dual-layer DVD media, enabling users to burn up to four hours of high-quality MPEG-2 video on a single 8.5GB DVD disc in approximately 28 minutes.

The internal PX-716SA drive features an integrated Serial ATA connection, enabling OEMs and System Integrators to leverage the benefits of SATA, including 150 MB/sec bandwidth, elimination of master/slave configuration jumper issues, a substantial pin count reduction, and thinner cables to help air-flow and improve cable routing.

"The newest 16X DVD drive from Plextor is specifically designed for personal computer manufacturers who want to integrate a DVD/CD burner that sets new standards for performance, convenience, and reliability," said Howard Wing, vice president of sales and marketing for Plextor. "The combination of Serial ATA interface, support for dual-layer media, and the Intelligent Recording features can really help OEMs differentiate their PCs from competitive offerings."

Plextor PX-716A DVD±R/RW Drive

The Plextor PX-716SA is a highly versatile 9-in-1 DVD/CD burner that supports 4x DVD+R Double Layer, 16X DVD+R, and 16X DVD-R Writing; 8X DVD+RW and 4X DVD-RW Rewriting; and 16X max DVD-Reading; as well as high-speed 48X CD-R Writing, 24X CD-RW Rewriting, and 48X max CD-Reading.

The PX-716SA has an 8 MB buffer and features Buffer Underrun Proof Technology to prevent buffer underrun errors and allow multi-tasking. Lossless Linking/Zero Link technology enables users to perform basic editing tasks directly on the DVD disc.

The PX-716SA includes PlexTools® Professional software, a unique combination of user-controllable CD recording and CD/DVD media test features, including:

- GigaRec™ allows high capacity storage up to 1 GB on a 700 MB CD disc.
- SecureRecording™ offers password protection for CD discs.
- Silent Mode™ enables users to vary CD tray load/unload speed, spin up/down speed, and write/read speed.
- VariRec™ allows adjustment of the laser power to produce the highest quality audio CD recording possible.

The PX-716SA also features Intelligent Recording, a combination of technologies designed to achieve high-quality recordings across a broad spectrum of media with varying grades of quality:

- Intelligent Tilt is a precise laser and three-dimensional tilt control to reduce jitter and achieve optimal recording and reading on uneven disc surfaces.
- PoweRec is a sophisticated write strategy providing superior quality recording at maximum speed for certified media.
- AUTOSTRATEGY technology determines the standard deviation of any blank disc and automatically optimizes the write strategy for unknown media, enabling high-quality disc recording.

Plextor Software Bundle: Roxio Easy Media Center 7, Basic DVD Edition

Plextor's bundled software package offers ease-of-use and extensive functionality for Windows platforms. The PlexWriter PX-716SA ships with Easy Media Center 7, Basic DVD Edition. Roxio's number-one selling DVD/CD-recording software lets users create movie DVDs, data DVDs, music CDs, photo slide shows synchronized with music, data CDs, and backup copies of personal discs. The software package also includes Roxio PhotoSuite 5 SE for capturing, organizing, editing, and sharing digital photos.

Pricing and Availability

The Plextor PX-716SA DVD±R/RW drive is scheduled for shipment to distributors and resellers in North and South America in December. The internal PX-716SA drive has a Manufacturer's Suggested Retail Price (MSRP) of \$159.00 USD. All retail packages include unlimited toll-free technical support and one-year full warranty.

About Plextor

Plextor Corp. is a leading developer and manufacturer of high-performance digital media equipment for professionals, consumers, and enterprises. Headquartered in Silicon Valley since 1990, Plextor has introduced generations of award-winning products, including digital video converters and CD-R/RW, DVD+R/RW, and DVD±R/RW optical disk drives. Plextor is privately owned by

Shinano Kenshi Co., Ltd., a developer and manufacturer of advanced technology hardware and precision electronic equipment headquartered in Japan. Shinano Kenshi is best known for its expertise in manufacturing motors. Contact Plextor at www.plextor.com.

###

PlexWriter is a trademark of Plextor Corp. AUTOSTRATEGY is a trademark of Taiyo Yuden. Roxio, the Roxio tagline, PhotoSuite, Easy CD & DVD Creator and Easy CD Creator are either trademarks or registered trademarks of Roxio, Inc. in the United States and/or other countries. All other trademarks, trade names, registered trademarks, or registered trade names are the property of their respective holders.

Jill Carroll
Welch Communications
One University Avenue
Los Gatos, CA 95030
Ph: 408-395-7363
Fax: 408-395-7178
jill@welchcommunications.com