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PLEXTOR INTRODUCES 4X DOUBLE-LAYER, DUAL-FORMAT 16X DVD±R/RW BURNER

New Drive Features Intelligent Recording for Reliable, High-Quality Recording Results Across a Broad Spectrum of Media

FREMONT, Calif. - September 27, 2004 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, today announced the new PX-716 series DVD±R/RW drive. With high-speed 16X DVD+R and 16X DVD-R recording, the PX-716 gives users the ability to create, edit, and share customized DVDs and CDs in less time than ever before .

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. Available in both internal (ATAPI) and external (USB/FireWire) versions, 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 PX-716 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 - Precise laser and three-dimensional tilt control to reduce jitter and achieve optimal recording and reading on uneven disc surfaces.
- PowerRec - A sophisticated write strategy providing superior quality recording at maximum speed for certified media.
- AUTOSTRATEGY® - A technology that determines the standard deviation of any blank disc and automatically optimizes the write strategy for unknown media, enabling high-quality disc recording. AUTOSTRATEGY technology is the culmination of five years of research and development by Taiyo Yuden, a leading Japanese supplier of quality CD and DVD recording media.

"Plextor constantly develops and introduces features that differentiate our DVD and CD drives from competitive products," said Howard Wing, vice president of sales and marketing for Plextor. "The combination of Taiyo Yuden AUTOSTRATEGY technology and Plextor's proven expertise of high-quality disc recording has yielded outstanding results. We have successfully demonstrated that the PX-716 with AUTOSTRATEGY is capable of providing high-quality writing over a broad spectrum of media. This remarkable feature will appeal to anyone who purchases unbranded media to save money, but has been disappointed by low-quality recordings in the past."

Plextor PX-716A DVD±R/RW Drive

The Plextor PX-716 is a highly versatile DVD/CD burner specifically designed to deliver high-quality recording performance. The 9-in-1 drive 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-716 has an 8 MB buffer and features Buffer Underrun Proof Technology to prevent buffer underrun errors and allow multi-tasking.

The internal PX-716A drive features an ATA/ATAPI-5 (EIDE) interface for broad based PC-compatibility. A short drive length of 6.7-inches accommodates small form-factor PCs, while a replaceable black front bezel allows a user to change the appearance of the drive to match a computer. Burst data transfer rates for the internal drive are 16.7 MB/sec for PIO Mode-4, 16.7 MB/sec for DMA-2, and 66.7 MB/sec for Ultra DMA33.

Plextor PX-716UF DVD±R/RW Drive

The external PX-716UF includes a dual interface that supports both Hi-Speed USB 2.0 and full-speed compliant IEEE-1394 FireWire®, enabling a Plextor customer to easily share a single external high-performance DVD/CD recorder among multiple Apple Macintosh and Microsoft Windows-based personal computer systems. Burst data transfer rates of 480 Mbps (USB 2.0) or 400 Mbps (FireWire) allow a user to burn a 4.7GB DVD+R disc in

approximately six minutes.

Lossless Linking/Zero Link technology enables users to perform basic editing tasks directly on the DVD disc, so there is no need to reload DVD content back to a PC to make minor changes, and no need to re-burn an entire DVD after making small edits. The PX-716 also includes PlexTools® Professional software, which is capable of determining good discs from bad discs before beginning the burn process. In addition the software enables a unique combination of user-controllable CD recording and CD/DVD media test features, including:

- o GigaRec allows high capacity storage up to 1 GB on a 700 MB CD disc.
- o SecureRecording offers password protection for CD discs.
- o Q-Check for CD media checks and graphs the results of written disc quality, including C1/C2 errors, track and focus errors, and beta/jitter errors.
- o Q-Check Time Analyzer (TA) for DVD media checks and graphs the results of written disc quality including PI/PO.
- o Silent Mode enables users to vary tray load/unload speed, spin up/down speed and write/read speeds.
- o VariRec allows adjustment of the laser power to produce the highest quality audio recording possible.

Plextor Software Bundle for Windows: Roxio Easy Media Center 7, Basic DVD Edition and Roxio PhotoSuite 7
Plextor's bundled software package offers ease-of-use and extensive functionality for Windows platforms. The PlexWriter PX-716 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 PlexWriter PX-716 drive also includes, Roxio PhotoSuite 7 for capturing, organizing, editing, and sharing digital photos; and a 30-day trial version of Dantz Retrospect® data backup software. For Macintosh users, Toast Lite versions 5 & 6 are also included for the PX-716UF.

Pricing and Availability

The Plextor PX-716 DVD±R/RW drive is scheduled for shipment to distributors and resellers in North and South America on October 15, 2004. The internal PX-716A drive has a Manufacturer's Suggested Retail Price (MSRP) of \$149.00 USD. The external PX-716UF is \$239.00 USD. All retail packages include a 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.

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