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PLEXTOR INTRODUCES EXTERNAL DVD±R/RW BURNER WITH 12X DVD-R RECORDING SPEED

Dual-Formal DVD±R/RW Drive Supports Hi-Speed USB 2.0 and IEEE 1394 Firewire

FREMONT, Calif. - June 30, 2004 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, today announced the new PX-712UF DVD±R/RW drive with support for high-speed 12X DVD+R and 8X DVD-R recording. A dual interface supports both Hi-Speed USB 2.0 and full-speed compliant IEEE-1394 FireWire®, enabling Plextor customers to easily share a single external high-performance DVD/CD recorder among multiple Apple® Macintosh® and Microsoft® Windows®-based personal computer systems.

The PX-712UF gives users the ability to create, edit, and share customized DVDs and CDs in less time than ever before. With support for both DVD+R and DVD-R recording, the new Plextor drive helps remove the risk of purchasing a DVD/CD burner that does not comply with future DVD recording standards.

The PX-712UF supports 12X DVD+R and 8X DVD-R Writing; 4X DVD+RW and 4X DVD-RW Rewriting; and 16X max DVD-Reading. The DVD/CD burner also boasts high-speed 48X CD-R Writing, 24X CD-RW Rewriting, and 48X max CD-Reading. The drive includes a bundle of premium Microsoft Windows-compatible software from Roxio, including Roxio® Easy CD & DVD Creator™ 6 - DVD Edition, and Roxio PhotoSuite® 5 SE. For Macintosh users, Toast Lite versions 5 & 6 are also included.

"The PX-700 series RDVD drives are Plextor's best selling products at electronics retailers such as Best Buy," said Howard Wing, vice president of sales and marketing for Plextor. "Feedback from retail customers tells us that the PX-700 series drives are popular because they plug and play with Microsoft Windows and Apple Macintosh computers and they are easily transportable from location to another, usually office to home and back again. Customers like the versatility of burning CDs and DVDs, the support for virtually every recording format, and the ability to attach to almost any computer."

Plextor PX-712UF DVD±R/RW Drive

The Plextor PX-712UF is a highly versatile DVD/CD burner specifically designed to deliver high-quality recording performance. All Plextor DVD/CD drives are designed for easy installation with Microsoft® Windows®-based personal computer systems and Apple Computer's Power Macintosh desktop line.

The PX-712UF has an 8 MB buffer and features Buffer Underrun Proof Technology to prevent buffer underrun errors and allow multi-tasking. Burst data transfer rates of 480 Mbps (Hi-Speed USB 2.0) or 400 Mbps (IEEE 1394 FireWire) allow users 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-712UF also includes PlexTools® Professional software to enable 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.
- SecuRec™ offers password protection for CD discs.
- Q-Check™ for CD media checks and graphs the results of written disc quality - C1/C2 errors, track and focus errors, and beta/jitter errors.
- Q-Check™ for DVD media checks and graphs the results of written disc quality including PI/PO.
- Silent Mode™ enables users to vary tray load/unload speed, spin up/down speed and write/read speeds.
- PoweRec™ allows for superior quality and stable recording at maximum speed.
- VariRec™ allows adjustment of the laser power to produce the highest quality audio recording possible.

Plextor Software Bundle for Windows: Roxio Easy CD & DVD Creator 6.2, DVD Edition and Roxio PhotoSuite 5 SE.

Plextor's bundled software package offers ease-of-use and extensive functionality for Windows platforms. The PlexWriter PX-712UF ships with Easy CD & DVD Creator 6 DVD Edition, Roxio's number-one selling DVD/CD-recording software, providing users the ability to create movie DVDs, data DVDs, music CDs, photo slide shows synchronized with music, data CDs, and backup copies of personal discs.

The PlexWriter PX-712UF drive also includes, Roxio PhotoSuite 5 SE 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.

Pricing and Availability

The Plextor PX-712UF DVD±R/RW drive is scheduled for shipment to distributors and resellers in North and South America in August 2004. The PX-712UF drive has a Manufacturer's Suggested Retail Price (MSRP) of \$299.00 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.

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