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PLEXTOR SHIPS NEW LOW COST 16X DVD BURNER

PX-740A Series DVD Burner Features 16X DVD±R Single-Layer Recording,
8X DVD+R Double-Layer Recording

FREMONT, Calif. - May 16, 2005 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, today announced the immediate availability of the PX-740A Series DVD±R/RW drive. Priced at \$109 (MSRP), the internal PX-740A DVD±R/RW drive is aimed at mainstream PC users who want reliable, lightning fast performance but don't require the professional recording features found in Plextor's PX-716 Series DVD burners.

The PX-740A delivers state-of-the-art recording speeds of 8X DVD+R Double-Layer (DL) and 4X DVD-R Dual Layer (DL) DVD (8.5 GB), as well as 16X DVD±R on recommended single-layer DVD media. The internal drive features an ATA/ATAPI-5 (EIDE) interface for broad based PC-compatibility. 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 33.3 MB/sec for Ultra DMA33. A short drive length of 6.99-inches accommodates small form-factor PCs. The PX-740A will be available with either a beige or black bezel.

"Analysis of end-user requirements reveals that a vast majority of customers simply want reliable DVD and CD recording at the fastest possible speed," said Howard Wing, vice president of sales and marketing for Plextor. "The PX-740A drive is an addition to our award-winning 16X DVD drive

platform, without the advanced user-controlled features required by professionals. This makes the lower cost PX-740A an ideal solution for daily backup of data and other corporate IT and SOHO applications."

Plextor PX-740A Series DVD±R/RW Drive

The Plextor PX-740A Series drive is a highly versatile 10-in-1 DVD/CD burner that supports 8x DVD+R DL, 4x DVD-R DL, and 16X DVD±R Writing; 8X DVD+RW and 6X DVD-RW Rewriting; and 16X max DVD-Reading; as well as high-speed 48X CD-R Writing, 32X CD-RW Rewriting, and 48X max CD-Reading.

The PX-740A drive has a 2 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.

Nero Software Bundle

Plextor's bundled software package offers ease-of-use and extensive functionality for Windows platforms. All PX-740A drives ship with the award-winning Nero 6 software suite for burning video, music, photos, and data to DVD or CD. The Plextor bundle includes Nero Express 6 for CD & DVD recording; NeroVision Express 2 SE for DVD video editing and authoring; Nero PhotoShow Express for photo management and editing; InCD 4.2 for drag & drop packet writing; Nero Showtime for video playback; and Nero Toolkit for drive test and speed control.

Pricing and Availability

The Plextor PX-740A drive will ship to distributors and resellers in North and South America in June 2005 with a Manufacturer's Suggested Retail Price (MSRP) of \$109.00 USD. All retail packages include 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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