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PLEXTOR INTRODUCES SLOT-LOADED OPTICAL DRIVE FOR DIGITAL PHOTO KIOSKS AND MEDIA-CENTRIC COMPUTERS

Slot-Loaded Optical Disk Drive Eliminates Breakable Tray, Offers Fail-Safe Method of Extracting Media during Power Failure

FREMONT, Calif. - February 21, 2005 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, today announced its first slot-loaded optical disk drive. The new PX-716AL DVD±R/RW and CD-R/RW drive allows users to insert disks directly into the device through a slot mechanism, eliminating the traditional slide-out tray. The drive is specifically designed for digital photo kiosks and other retail Point-of-Sale equipment, as well as media-centric computers intended for the living room.

The new PX-716AL drive meets several specific requirements of digital photo kiosk developers and OEMs. The 5.25-inch half-height design can be mounted vertically or horizontally to accommodate a wide range of kiosk designs. The drive accepts both 80mm and 120mm disk sizes, and provides a means to extract disks from the drive in the event of an equipment or power failure. In addition to high performance 6X DVD±R DL and 16x DVD±R recording, the PX-716AL also includes Intelligent Recording features that ensure reliable, high-quality results across a broad spectrum of CD and DVD media. The new drive is bundled with Easy Media Creator 7, Basic DVD Edition by Roxio®, a division of Sonic Solutions®.

"Development of a slot-loaded optical drive was based purely on customer demand for a Plextor solution suitable to kiosks," said Howard Wing, vice president of sales and marketing for Plextor. "While our slot-loaded drive is designed to be operated safely and securely in a retail environment, it also has all the advanced features and high quality that are the hallmarks of Plextor optical disk drives used by enterprises, professionals, and consumers around the globe."

"Roxio is extremely pleased that Plextor has bundled Easy Media Creator 7 with its new PX-716AL slot-loaded optical drive," said Stan Wong, vice-president of

OEM sales for Roxio. "Plextor has long been a leader in the optical drive space and their innovative PX-716AL drive, when combined with Creator 7, provides consumers the ultimate hardware and software solution for burning their digital media to CD and DVD."

Plextor PX-716AL DVD±R/RW Drive

The Plextor PX-716AL is a highly versatile 10-in-1 slot-loaded DVD/CD burner that supports 6x DVD+R DL Double Layer, 6x DVD-R Dual Layer, 16x DVD+R, 16x DVD-R, and 48x CD-R Writing; 8x DVD+RW, 4x DVD-RW, and 24x CD-RW Rewriting; and 16x max DVD-Reading and 48x max CD-Reading.

The PX-716AL features an ATA/ATAPI-5 (EIDE) interface for broad based PC-compatibility, 8 MB buffer, and Buffer Underrun Proof Technology to prevent errors and allow multi-tasking. The drive also includes 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 Creator 7, Basic DVD Edition

Plextor's bundled software package offers ease-of-use and extensive functionality for Windows platforms. The PlexWriter PX-716AL ships with Easy Media Creator 7, Basic DVD Edition by Roxio, a division of Sonic Solutions (NASDAQ: SNIC). Roxio's number-one selling DVD/CD-recording software lets users create movie DVDs, data DVDs, music CDs, photo slideshows synchronized with music, data CDs, and backup copies of personal discs. The software package also includes Roxio PhotoSuite 7 for capturing, organizing, editing, and sharing digital photos.

Pricing and Availability

The Plextor PX-716AL DVD±R/RW drive will be available for delivery in April and lists for \$169.00 USD. Discounts are available for OEMs and Systems Integrators.

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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