

FOR IMMEDIATE RELEASE



## LightScribe Direct Disc Labeling Now Offered by Over 70 Electronics and Software Companies

New licensees include top worldwide drive manufacturers and hardware brands

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**Corvallis, Oregon, July 25, 2006** – LightScribe today announced that an additional 25 hardware brands, personal computer and optical drive manufacturers, media brands and software developers have licensed its Direct Disc Labeling technology. These new licensees include leading hardware brands Ahtec Computer, Buffalo, Candy Technology, CompUSA, Gericom, LG Electronics, Mad Dog Multimedia, Paradigit and Samsung; personal computer manufacturers Founder and Targa; optical disc drive manufacturer TEAC; media brands Digitex, Esperanza, Infiniti, Omega, Platinet, PRIMEON, Ricoh and River Pro Audio; hardware component manufacturer MediaTek; software developers B.H.A., Honest Technology and NEATO; and disc publishing systems manufacturer Alea.

The expanded base of over 70 licensees highlights broad LightScribe technology adoption and reflects enthusiastic customer response. Over 12 million LightScribe-enabled drives and 90 million CDs and DVDs have shipped to date. Additionally, LightScribe-enabled drive shipments account for 10% of all DVD burners manufactured on a monthly basis\*.

LightScribe Direct Disc Labeling technology is now being incorporated by over 70 optical drive and media manufacturers, software developers, media and computer brands worldwide, including:

**Hardware brands** Ahtec Computer, Alienware, Asustek, BenQ, Buffalo, Candy Technology, CompUSA, Evesham Technology, Freecom Technologies, Gericom, HP, I/O Magic, LaCie, LG Electronics, Lite-On IT, Mad Dog Multimedia, Medion, Pacific Digital, Packard Bell, Paradigit, Philips, Pioneer and Samsung

**Personal computer manufacturers** Founder and Targa

**Hardware component manufacturers** MediaTek and Sunext Technology

**Media brands** BenQ, Digitex, Esperanza, HP, Imation, Infiniti, Maxell, Memorex, Mitsubishi, Omega, Philips, Platinet, PRIMEON, Ricoh, River Pro Audio, TDK and Verbatim

**Media manufacturers** CMC Magnetics, Mitsubishi Kagaku Media, Moser Baer India and Prodisc

**Optical drive manufacturers** Asustek, Hitachi–LG Data Storage, Lite–On IT, Panasonic Communications, Panasonic Shikoku Electronics, Philips–BenQ Data Storage, Pioneer, QSI, TEAC and Toshiba–Samsung Storage Technology

**Software developers** Acoustica, B.H.A., CyberLink, Droppix, Honest Technology, InterVideo, MicroVision Development, NEATO, Nero, NewSoft Technology, NewTech Infosystems, Roxio, SmileOnMyMac, Sonic Solutions and Ulead

**Disc publishing systems manufacturers** Alea and Aleratec

**System integrator** Micro–Star International

"We are extremely pleased with the popularity of LightScribe Direct Disc Labeling. Since we introduced the technology, millions of consumers and businesses have experienced the creative freedom of labeling CDs and DVDs with LightScribe–enabled drives, software and media," said Kent Henscheid, marketing manager for LightScribe. "With 25 new licensees, LightScribe looks forward to bringing innovation to even more customers."

LightScribe–enabled CDs, DVDs, software, desktops, notebooks, aftermarket optical disc drives and duplicator systems are available at major retailers worldwide, as well as through most leading brands online.

### **About LightScribe**

LightScribe Direct Disc Labeling offers consumers and businesses a simple, no–hassle way to burn professional–looking, silkscreen–quality labels on their CDs and DVDs. LightScribe extends optical media, recorders and software through an integrated system of media with special laser–sensitive coating, laser control and imaging drive modifications, and labeling software enhancements. LightScribe uses the same laser that burns data in the disc drive to create precise, iridescent labels. LightScribe technology was developed and patented by HP. A business unit of HP, LightScribe licenses its technology to optical industry leaders in drive and media manufacturing and to hardware, media and software brands. Additional information about LightScribe is available at [www.lightscribe.com](http://www.lightscribe.com).

\* Techno Systems Research Co., LTD (TSR) Monthly Report on Optical Disc Drives, published on April 28, 2006.

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