

FOR IMMEDIATE RELEASE



LightScribe Direct Disc Labeling Launches Windows Software Development Kit

LightScribe standardized application user interface now available for any application that utilizes CDs and DVDs

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Corvallis, Oregon, March 11, 2008 – LightScribe today announced the immediate release of publicly available Windows software development tools for its Direct Disc Labeling technology. These downloadable tools significantly simplify the creation of LightScribe DVD/CD labeling applications, expanding LightScribe integration beyond general data mastering software. The LightScribe Windows public software development kit (SDK) allows individual application developers to integrate LightScribe support into Windows-based software with a standardized LightScribe application user interface. LightScribe is a no-hassle way to burn professional, silkscreen-quality labels on CDs and DVDs right in the drive. The LightScribe Windows public SDK is available at (<http://www.lightscribe.com/go/downloads/windows>).

The new Windows SDK gives documented access to new LightScribe software components that provide all the standard functionality a labeling application needs to support LightScribe printing. Because the LightScribe System Software includes a standard set of user-interface components, end users will now have a consistent and accurate user-interface for the print operations no matter what application is used. This greatly simplifies application development, provides a consistent user interface to all users, standardizes end-user messaging and enables rapid application development by all software developers. With this SDK, LightScribe also supports localized applications for most common languages and has simplified its licensing process for software developers.

With the existing broad embrace of LightScribe across more than 90 optical drive and media manufacturers, software developers, and media and computer brands, new software developers can leverage this widely-available embedded disc labeling technology.

"The LightScribe Windows public software development kit allows any Windows developer to enable LightScribe capability," said Kent Henscheid, marketing manager for LightScribe. "Thousands of downloads occurred in the first several weeks of the public Windows SDK posting, and we anticipate many new market applications to emerge with LightScribe labeling support."

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.

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