



## **LaCie Delivers New Dual-Format Drives by World-Famous Porsche Design.**

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PORTLAND, OR ([PRWEB](#)) September 4, 2003 - LaCie, a leading producer of storage devices, will ship an exciting new line of DVD drives designed by the celebrated agency Porsche Design GmbH beginning in September. Featuring DVD-RW and DVD+RW technologies in one device, these new drives eliminate the need to choose one format over another. LaCie DVD±RW Drives are available with high-speed FireWire® or Hi-Speed USB 2.0 connection, and can be connected to any PC or Macintosh computer.

LaCie DVD±RW Drives can be set up quickly and are ready to use in a couple of minutes. Because these drives can be installed driver-free, customers can simply plug in the cables, and the drives are ready to go. The LaCie DVD±RW Drive's compact, slender design allows it to comfortably fit in any environment, including a home office or living room.

By adding this powerful new drive, users can upgrade their current systems to a higher level of performance for burning personal DVD videos, sharing family photos, storing thousands of MP3s and backing up as much as 4.7GB of important information. Customers creating high-quality video DVDs will benefit from LaCie's FireWire DVD±RW Drive and its simple connection to existing FireWire ports. Users requiring the USB interface will be able to conveniently connect the LaCie Hi-Speed USB 2.0 DVD±RW Drive to any USB port.

LaCie is offering a new CD-RW drive in the same stylish design, also available with FireWire or USB 2.0 interface. With write speeds of 52x, the LaCie CD-RW Drive is capable of burning a full 700MB CD in less than two minutes.

### Availability

LaCie DVD±RW Drives are available at prices starting at \$249. Drives are scheduled to begin shipping in September, 2003. A software suite will ship with the Hi-Speed USB 2.0 DVD±RW Drives that includes Sonic MyDVD Video Suite, ArcSoft ShowBiz®, InterVideo WinDVD, and Roxio Easy CD Creator Basic. A software suite will ship with the FireWire DVD±RW Drives that includes Sonic MyDVD Video Suite, ArcSoft ShowBiz®, InterVideo WinDVD, and Roxio Easy CD Creator Basic and Toast Lite for Mac.

### Package contents

LaCie DVD±RW Drive  
Power supply and adapter cable  
Hi-Speed USB 2.0 cable or FireWire 6-to-6 pin cable  
LaCie DVD Utilities CD-ROM with User's Manual  
Blank LaCie DVD-R media (1)

LaCie CD-RW Drive  
Power supply and adapter cable



Hi-Speed USB 2.0 cable or FireWire 6-to-6 pin cable  
LaCie CD Utilities CD-ROM with User's Manual  
Blank LaCie CD-R media (1)

#### Pricing

LaCie DVD±RW Drive USB 2.0	\$249
LaCie DVD±RW Drive FireWire	\$269
LaCie CD-RW Drive USB 2.0	\$89
LaCie CD-RW Drive FireWire	\$99

#### Contact information

For further information, please contact Rebecca Dietz, LaCie PR Specialist, at 503-844-4500, or via e-mail at [rdietz@lacie.com](mailto:rdietz@lacie.com).

#### About Porsche Design GmbH

The agency is known for creating striking designs for objects as various as motorcycles, cameras, lamps, sunglasses, furniture, street lighting and tramways. Porsche Design evokes a style based on purity, simplicity and elegance, the subtle balance of function and form.

#### About LaCie

Established in the United States, Europe and Japan, LaCie is the world's leading producer of PC and Macintosh compatible storage peripherals. Through a specialized sales dealer network, LaCie offers innovative solutions for creative professionals in multimedia applications (graphics, audio, video, web design and digital photography).

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**Contact Information**

**Rebecca Dietz**

Lacie

<http://www.lacie.com>

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