



## **Apple iBooks Now Shipping with Internal DVD-R/RW Drive from MCE Technologies**

**IRVINE, CA, July 19, 2003** – MCE Technologies, LLC (MCE), a leader in the development of innovative storage peripherals for the Macintosh, today began shipping Apple's new 12" and 14" 900MHz iBooks with an internal DVD-R/RW drive as standard equipment instead of the normal CD-RW/DVD combo drive. Each Apple iBook with the internal MCE DVD-R/RW drive includes DVD Authoring Software for Mac OS X and Mac OS 9 for the creation of video DVDs, Toast Lite software for burning audio and data CDs, and the drive is compatible with iTunes and Finder Burning. The 12" 900MHz Apple iBook with internal DVD-R/RW drive maintains the original retail price of \$1299 and the 14" iBook, similarly equipped, also maintains a retail price of \$1499.

"For the same price, users can now buy an Apple iBook which can not only burn typical 700MB data and audio CDs, but is now capable of creating real video DVDs, playable on most computer and home DVD players, as well as 4.7GB data DVDs for reliably backing up large amounts of data at a time," stated Arnie Ramirez, president of MCE.

The 900MHz Apple iBook with internal MCE DVD-R/RW drive writes to standard 4.7GB DVD-R and DVD-RW media at 1X speed, reads DVD-RAM media, writes to standard 650MB (74 minute) and 700MB (80 minute) CD-R media at up to 16x speed, writes to standard CD-RW media at up to 10x speed, reads DVD-ROM discs at up to 8X speed, and reads standard CD-ROM discs at up to 24x speed.

The MCE DVD-R/RW internal iBook drive is compatible with Apple's iTunes and Disc Burner software, and includes DVD authoring software for both Mac OS X and Mac OS 9 which enables the creation of video DVDs directly from the iBook which are playable on most computer and home DVD players. The easy to use software allows for customizable menus, backgrounds, music, etc. in the creation of video DVDs. The 900MHz Apple iBook with internal MCE DVD-R/RW drive also ships with Roxio's Toast Lite software to facilitate faster and more efficient data DVD and CD recording.

The 12" 900MHz Apple iBook with internal MCE DVD-R/RW drive is priced at \$1299. The 14" 900MHz Apple iBook with internal MCE DVD-R/RW drive is priced at \$1499. Both are available for immediate shipping. Other customizable options such as a larger hard drive or increased memory are also available. Contact MCE for complete details. MCE Technologies', Apple Products Division, is an Apple Authorized Dealer and can be reached at 800-5000-MAC, 949-458-0800, or on the web at [www.mcetech.com](http://www.mcetech.com).

MCE develops and markets a wide range of Apple Macintosh related products and solutions to distributors, dealers and end users. MCE is based in Irvine, California and can be located on the internet at [www.mcetech.com](http://www.mcetech.com).

Press Contact:  
Ben Perez, MCE Technologies  
(949) 458-0800  
[ben@mcetech.com](mailto:ben@mcetech.com)

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