



MCE Technologies Introduces 2x DVD-R/RW/RAM Internal Drive for PowerBook G4

IRVINE, CA, July 30, 2003 – MCE Technologies, LLC (MCE) today announced an internal 2x DVD-Recordable drive for the PowerBook G4. In addition to reading and writing to DVD-R media at up to 2x speed and DVD-RW media at 1x speed, the new MCE Internal 2x DVD-R/RW/RAM drive for PowerBook G4 reads and writes with true drag and drop, random-access functionality to single-sided or double-sided DVD-RAM media at up to 2x speed. The MCE Internal 2x DVD-R/RW/RAM drive for PowerBook G4 is bundled with Macintosh DVD authoring and CD burning software and is expected to begin shipping in quantity on August 18.

“In addition to slicing DVD-R write time in half, we are bringing a new experience to the PowerBook G4 owner... true, drag and drop DVD-RAM data storage for complete random-access, hard drive-like functionality,” stated Arnie Ramirez, president of MCE Technologies.

The MCE Internal 2x DVD-R/RW/RAM drive for PowerBook G4 writes to 4.7GB DVD-R media at up to 2x speed, to 4.7GB single-sided or 9.4GB double-sided DVD-RAM media at up to 2x speed, and to 4.7GB DVD-RW media at 1x speed. In addition, the MCE drive writes to standard 650MB and 700MB CD-R media at up to 16x speed, writes to standard CD-RW media at up to 8x speed, reads DVD-ROM discs at up to 8x speed, and reads standard CD-ROM discs at up to 24x speed.

The MCE Internal 2x DVD-R/RW/RAM drive for PowerBook G4 is compatible with Apple’s iTunes, Disc Burner and DVD Player applications. The new MCE drive also includes DVD authoring software that enables users to create video DVDs that are playable on most computer and home DVD players. The easy-to-use DVD authoring software allows for customizable menus, backgrounds and even background music in the creation of video DVDs. The MCE Internal 2x DVD-R/RW/RAM drive for the PowerBook G4 also includes Roxio Toast Lite software to facilitate faster and more efficient data DVD and CD recording.

The MCE Internal 2x DVD-R/RW/RAM drive is compatible with all 12-inch, 15-inch, and 17-inch PowerBook G4 models. The suggested retail price is \$349 (\$389 for 400MHz and 500MHz computers). Because of the delicate nature of the installation procedure, installation must be handled by MCE Technologies or by an MCE Technologies Authorized Upgrade Center. A complete list of upgrade centers is located at the MCE Technologies web site. Contact MCE for complete details and product specifications.

MCE Technologies is a leader in the development of innovative storage peripherals for the Apple Macintosh platform and markets a wide range of Macintosh related products and solutions to distributors, dealers and end users. MCE is based in Irvine, California and can be reached by telephone at (800) 5000-MAC (800-500-0622) in the U.S. or at (949) 458-0800 internationally. MCE Technologies can be found on the Internet at www.mcetech.com.

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