



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

IRVINE, CA, August 5, 2003 – MCE Technologies, LLC (MCE) has begun shipping the MCE Internal 2x DVD-R/RW + DVD-RAM Drive upgrade for all PowerBook G4 models several weeks ahead of their previously announced release date. The MCE drive is the first upgrade of its kind for the PowerBook G4 to implement cartridgeless DVD-RAM technology which stores and accesses data like a hard drive on removable 4.7GB or 9.4GB DVD-RAM media as the user drags-and-drops files to the DVD-RAM volume. The drive is compatible with iDVD and other popular DVD authoring applications. Prices start at \$349.

“A concerted effort by everyone here at MCE has allowed us to bring this amazing upgrade for the PowerBook G4 to market two weeks sooner than originally anticipated,” stated Arnie Ramirez, president of MCE.

The MCE Internal 2x DVD-R/RW + DVD-RAM drive for the PowerBook G4 writes to standard 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, it writes to standard 650MB and 700MB CD-R media at up to up to 16x speed, writes to standard CD-RW media at up to 8x speed, reads DVD-ROM discs at up to up to 8x speed, and reads standard CD-ROM discs at up to 24x speed.

The MCE Internal 2x DVD-R/RW + DVD-RAM drive for PowerBook G4 is compatible with Apple’s iDVD, iTunes, Disc Burner, and DVD Player. It also includes ImageMixer DVD Authoring software for Mac OS X and Mac OS 9 as well as Roxio Toast Lite software to facilitate faster and more efficient data DVD and CD recording.

The MCE Internal 2x DVD-R/RW + DVD-RAM drive is compatible with all PowerBook G4 12-inch, 15-inch, and 17-inch computers. The suggested retail price is \$349 for most PowerBook G4 models, \$389 for 400 & 500MHz PowerBook G4 15-inch units. Because of the delicate nature of the installation procedure, installation must take place at MCE Technologies, or at an MCE Authorized Upgrade Center. A complete list of centers is on 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.

Press Contact:

Ben Perez, MCE Technologies

(949) 458-0800

ben@mcetech.com

###