



MCE Reduces Pricing on 8X DVD±R/RW + Double Layer Drives for PowerBook G4, Cube

IRVINE, CA, January 26, 2005 – MCE Technologies, LLC (MCE), a leader in the development of innovative storage peripherals for the Macintosh, today announced that pricing for their 8X DVD-Recordable slot-loading internal SuperDrive upgrades has been reduced. The suggested retail price of the upgrade for PowerBook G4 12-inch, 15-inch, or 17-inch and Power Mac G4 Cube systems that currently have a SuperDrive or CD-R/RW-DVD-ROM combo drive has been reduced to \$249 from \$299. The suggested retail price of the upgrade for PowerBook G4 15-inch Titanium or Cube systems that currently have a DVD-ROM or CD-ROM only drive has been reduced to \$279 from \$349. The MCE 8X SuperDrive upgrade includes Double Layer (also called Dual Layer) support and can record up to 8.5GB of information at up to 2.4X speed on a single side of DVD+R Double Layer media.

“The MCE 8X SuperDrive upgrade for the PowerBook G4 and Power Mac G4 Cube with Double Layer support at \$249 cannot be matched in price or performance by any other drive available for these systems on the market today,” said Arnie Ramirez, president of MCE.

The MCE 8X SuperDrive upgrade for PowerBook G4 and Power Mac G4 Cube writes to standard DVD-R and DVD+R media at up to 8X speed, to standard DVD-RW and DVD+RW media at up to 4X speed, and to 8.5GB DVD+R Double Layer media at up to 2.4X speed. In addition, it writes to standard 650MB (74 minute) and 700MB (80 minute) CD-R media at up to 24X speed, writes to standard CD-RW media at up to 24X speed, reads DVD-ROM discs at up to 8X speed, and reads standard CD-ROM discs at up to 24X speed. A liquid crystal tilt/thickness compensator is incorporated into the MCE 8X SuperDrive upgrade providing more accurate and reliable read and write performance with irregularly curved or thick/thin media and is also effective in recording DVD+R Double Layer media.

The MCE 8X SuperDrive upgrade with Double Layer support is bootable and is fully compatible with Apple’s iTunes, iDVD, Finder Burning, iPhoto, and DVD Player. In addition, the drive is natively supported by Mac OS 10.3.6 (or later). Drivers are provided for compatibility with Mac OS 10.2.x.

The MCE 8X internal SuperDrive upgrade with Double Layer support is compatible with all PowerBook G4 12-inch, 15-inch, and 17-inch laptops. The suggested retail price is \$249 for those PowerBook G4 or Cube systems that currently have a CD-R/RW-DVD-ROM combo drive or SuperDrive and \$279 for PowerBook G4 15-inch Titanium systems that currently have a DVD-ROM or CD-ROM only drive.

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 web at www.mcetech.com, or by calling 800-5000-MAC (949-458-0800).

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