

# Press Release

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## **NEC LAUNCHES INDUSTRY'S FIRST \$99.99 INTERNAL DOUBLE LAYER 16X DVD/RW WRITER**

*Compatible with All Major Media and PC Brands  
Offers Significantly Faster Recording Speeds*

**Santa Clara, Calif., October 25, 2004** - Today, NEC Solutions (America), Inc., a premier provider of integrated solutions for the Connected Enterprise in North America, introduced the NEC ND-3500A, a double layer internal DVD rewritable drive that features the highest industry performance combined with the low estimated retail market price of \$99.99.<sup>1</sup> The ND-3500A offers double layer 16X DVD±R/RW speed and the support of all major brands of CD, DVD +/-R /RW, and double layer media. This NEC rewritable drive is also compatible with all major PC brands.

Designed to meet the needs of consumers, video editors and DVD enthusiasts looking to upgrade, the NEC ND-3500A is a flexible, high capacity, reliable device ideal for burning and recording DVDs and CDs, storing PC data and converting video to DVD.

Larry Sheffield, senior vice president of the Solutions Platform Group for NEC Solutions America, believes the ND-3500A features the best DVD technology available in the market today.

"The ND-3500A is the first double layer 16X DVD re-writer to offer significantly faster recording speeds, ensuring users don't have to compromise the quality of video and photos," said Sheffield. "Now, a one hour DVD can be recorded in less than four minutes, and with the new double layer DVD media, consumers can now store 8.5 GB on just one DVD+R DL disc offering the ability to record huge amounts of data at a industry leading speed."

By entering the market with a price of \$99.99 for the ND-3500A, NEC is hoping to gain significant market share in an industry that is seeing a significant upswing. By the end of 2005, over 12 million US homes will have a DVD recorder, compared with 3.3 million in 2004.<sup>2</sup>

"Working with NEC to make the ULead DVD MovieFactory™ 3.5 Suite Deluxe edition a key component to the new NEC ND-3500A DVD Kit is outstanding news for consumers," says Lewis Liaw, president of Ulead Systems, North America. "DVD creation doesn't need to be complicated and MovieFactory 3.5 Deluxe Edition is a testament to this. Consumers who use MovieFactory 3.5 Deluxe Edition will be pleased with how quickly they can burn movies, slideshows, data and music to CD or DVD"

Directors and independent filmmakers operating on tight budgets can save time and money by utilizing the drive for faster editing, creating a higher quality product in less time. Consumers can burn, copy and store video, photos or music on Hollywood quality format. With the Holiday Season fast approaching, ND-3500A is the perfect gift for

users looking to burn, play and store data on DVD's.

### **Features and Benefits**

The ND-3500A DVD writer is compatible with all major PC brands and supports all CD, DVD +/-R /RW, and double layer media. This offers consumers the ideal device for burning and recording DVDs and CDs. Easy to install and featuring a Quick Start Guide, the NEC ND-3500A is the ultimate DVD writer upgrade.

### **Pricing and Availability**

The NEC ND-3500A is priced at \$99.99 and is available through PC Connection, CDW, Tiger Direct, and PC Mall. Additional information can be found on the NEC Solutions America website at [www.necsam.com](http://www.necsam.com)

About NEC Solutions America NEC Solutions (America), Inc. is a premier provider of integrated solutions for the Connected Enterprise in North America. As an affiliate of NEC Corporation (NASDAQ: NIPNY) (FTSE: 6701q.1), NEC Solutions America taps into a global resource network to help clients leverage technology to achieve a competitive edge. From mobile enterprise computing systems, biometric security solutions, business intelligence, projector and plasma display solutions, business services management and IT professional services, the expertise is delivered with the personal attention needed to address individual situations. With headquarters in Rancho Cordova, California, NEC Solutions America maintains research, marketing, sales, and support facilities throughout the United States. Information regarding NEC Solutions America can be found at [www.necsam.com](http://www.necsam.com).

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