



MCE Ships 4X DVD-R/RW/RAM Internal Drive Upgrade for PowerBook G4 and Cube

IRVINE, CA, April 27, 2004 – MCE Technologies, LLC (MCE), a leader in the development of innovative storage peripherals for the Macintosh, today announced a 4X DVD-Recordable slot-loading internal drive upgrade for the Apple PowerBook G4 and Power Mac G4 Cube. The MCE 4X DVD-Recordable slot-loading drive is a dual drive and records to both DVD-R/RW and DVD+R/RW media. In addition to reading and writing to standard DVD-/R/RW and CD-R/RW media, it reads and writes to 4.7GB and 9.4GB double-sided DVD-RAM media. The MCE 4X DVD-R/RW/RAM drive is available now for immediate shipment.

“Our 4X DVD-R/RW/RAM dual drive upgrade for the PowerBook G4 and Cube matches the latest PowerBook DVD-R drives offered by Apple in terms of speed and even goes one better by offering DVD-RAM drag-and-drop functionality,” stated Arnie Ramirez, president of MCE.

The MCE 4X DVD-R/RW/RAM internal drive upgrade for PowerBook G4 and Power Mac G4 Cube writes to standard DVD-R media at 4X speed, to standard DVD-RW media at 2X speed, to DVD+R and DVD+RW media at 2.4X speed, and to 4.7GB single-sided or 9.4GB double-sided DVD-RAM media at 2X 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 12X speed, and reads standard CD-ROM discs at up to 24X speed.

The MCE 4X DVD-R/RW/RAM internal dual drive upgrade is bootable, and is compatible with Apple’s iTunes, iDVD, Finder Burning, DVD Player, and also includes DVD Authoring software which enables the creation of video DVDs directly from the PowerBook G4 or Cube... which are playable on most computer and home DVD players. Included with the drive is a 9.4GB DVD-RAM disc with true drag-and-drop technology providing nearly 10GB of instant backup and storage. The drive’s DVD-RAM function is also compatible with Dantz Retrospect and Retrospect Express Backup Software.

The MCE 4X DVD-R/RW/RAM internal dual drive is compatible with all PowerBook G4 12”, 15”, and 17” machines. The suggested retail price is \$279 for those PowerBook G4 or Cube systems currently with a CD-R/RW drive, CD-R/RW-DVD-ROM combo drive, or DVD-R drive and \$329 for those systems currently with 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).

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