

Sony leads the market with comprehensive range of DVD Writers

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Mumbai, Maharashtra, IND, 2007-05-15 15:04:55 (IndiaPRwire.com)

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The 6 models mentioned not only provide a wide variety to choose from, but also support DVD+R DL (Double layer), DVD-R DL (Double layer), DVD+R, DVD-R, DVD-RAM and even LightScribe that allows users to get their desired images etched on the media itself rather than going through the grind of printing labels and sticking on the media.

Mr. Vincent Chng, Head and Regional Sales & Marketing Department for Computer Peripherals products in Applications & Devices Marketing (Singapore)(a division company of Sony Electronics (S) Pte Ltd), was ecstatic with the recent introduction said 'With the broadest range of DVD writers, we are offering options and value to the customers. And with Rashi, our exclusive distributor at the marketing front, we are confident of paving greater inroads in the coming days'.

With the PC coming off age from being a normal beige box sitting in a corner to being a lifestyle product, users today are not content with just one color being offered. Similarly, Sony's DVD writers are also available in prominent black, white with acrylic silver lid to provide users and SI (System Integrators) to match any PC.

'With the widest range now being made available from Sony, we are all set to go out and reach to end users as well as SI to provide various storage solutions. Besides the usual marketing programs that we have been running, there will be all lot of in shop décor activity to create awareness about buying from authorized partners to enjoy more benefits,' said Mr. Hemvardhan Shah, Product Manager, Sony optical drives, Rashi Peripherals Pvt Ltd.

Another aspect that has taken PC segment by storm is the increase in the different types of PCs from economical PCs to lifestyle desktops and high-end multi-utility entertainment PCs to laptops. All PCs require a different type of DVD writer and Sony is the only one to fit in the bill for all.

Besides, Sony also offers one of the widest range in interface connectivity including the USB 2.0, ATAPI, SATA and DV iLink so one can be assured that Sony's DVD writer is compatible with any PC be it an expansive laptop, lifestyle desktop PC or even a gaming PC.

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Rashi is one of the leading distribution Companies in India with distribution of world famous brands like **ASUSTEK, AMD, Altec Lansing, COMPEX, HP, IBM, LENOVO, LOGITECH, PROLINK, NETGEAR, SANDISK, SENAO, SONY, XFX**. Channel Magazine - CRN has ranked Rashi at No.1 (in B Group) for I.T. distribution in India. Apart from this Rashi is a member of the elite DQ Channels Silver Club. Rashi has its own ISO 9001:2001 accredited RP Tech Branded Systems. Its products comprise mostly high end, quality and premium range. Rashi has grown consistently over a period of years and its turnover for the financial year 2006-07 is expected to be Rs.500 Crore (approx). Today Rashi has 50 branches all across the country and more then 3500 Reseller base who are working together with us under various programs.

About Sony

Established on 1 October 1999, Sony Electronics (Singapore) Pte. Ltd. is one of key Sony companies in this region. Its business activities include manufacturing, marketing, sales, professional and corporate support functions. Marketing and sales of electronic devices and computer peripherals for the S.E. Asian region is looked after by this division company and is renowned for superior quality and design innovation in all products. For more information on Sony please visit www.sony-asia.com/storage

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You can also visit www.rptechindia.com for more information.