

Sony introduces latest range of Dvd Writers and Internal Memory Card Reader

New models of DVD writers feature 20x speed and internal Memory Card reader offer USB convenience

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Sony Electronics (S) Pte Ltd, the pioneer in optical storage has once again set the pace with its latest range of DVD writers and Memory Card reader to cater to the booming optical storage and card reader segments.

The new models introduced in the internal DVD writer range are DRU-190A & AD-7190A-OB, as well as the first external 20X DVD Writer DRX-840U.

Apart from that Sony has a drive for 3.5" bay which now can be occupied by the new Memory Card reader MRW-620-2/AU5 which features a USB port to allow consumers easy connection to other USB-enabled devices.

Introducing the new products Mr. Edmund Tan, Assistant Manager- Sales and Marketing for Computer Peripherals products in Applications & Devices Marketing (Singapore) (a division company of Sony Electronics (S) Pte Ltd), said, 'Today customers are looking for innovative and new products all the time and with this latest range, we are offering them greater options and value to cater to their needs further. With Rashi as our exclusive partner in India, we are confident of providing customers with the best products from Sony'.

Some of the enhanced features in the latest offerings include higher 8X rewrite speed for double layered discs in all the new drives. External DRX-840U can be connected with USB 2.0 and is targeted at modern desktop PCs. MRW-620-2/AU5 is an 11-in-1 card reader - keeping in mind the increasing usage of USB devices, the new model has a USB slot to allow users more convenience of use without bothering to go behind the PC to attach a device. Thus the new card reader is developed to offer complete solution within a single bay, from accessing memory cards to connecting USB devices.

'With PC penetration today reaching almost every household and becoming an integral part of not only work but also entertainment, the range of new optical devices will act as a catalyst for users to use the PC more effectively', said Mr. Hemvardhan Shah, Product Manager, Sony optical drives, Rashi Peripherals Pvt Ltd.

Apart from the above new products, Sony also has internal SATA and LightScribe models along with external slim drives for laptop users.

The newly introduced models will be available by the end of September at Rashi Peripherals and its 53 branches spread across India.

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About Rashi Peripherals Pvt. Ltd

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