



Sony Optiarc Europe launches the world's first 24x DVD burner

The high speed miracle

Ismaning, Germany, February 2009 – Sony Optiarc Europe (Optiarc) is launching a new high-end DVD burner. The AD-7240S is the world's first DVD burner to achieve a 24x burning rate. This speed miracle is extremely reliable thanks to Auto Strategy Technology and it is also capable of meeting demanding everyday requirements.

The AD-7240S' Auto Strategy Technology, which was first seen in the predecessor series AD-7200, ensures excellent burning quality. When you burn a DVD, the drive always reads a section of the media in advance so that the writing head can be optimally adjusted. Adaptive Self Tuning also delivers outstanding performance because the drive automatically adapts to the disc and the hardware environment in every burning process to compensate quality fluctuation.

“We are pleased to be the first to introduce the fastest DVD-RW with 24x speed to the market. Sony Optiarc's AD-7240S sets a new precedent in optical storage technology,” said Thomas Nedder, Managing Director of Sony Optiarc Europe. “We always focus on practical benefits for our customers. That's why, when we developed our new 24x burner, we ensured that it wasn't just the fastest, but also one of the most reliable drives on the market. With this, I am sure our partners will be able to further capitalize the leadership position of Sony Optiarc in the ODD business.”

Sony Optiarc's new flagship product comes with a serial ATA interface. It burns DVDs in +/-R format at up to 24x speed and CDs at up to 48x speed. In DVD-RAM and DVD+R9 format, and on double layer DVD-R media, the Sony Optiarc AD-7240S writes at up to 12x speed. DVD+RW discs are written at up to 8x speed and DVD-RWs at up to 6x speed. The AD-7240S achieves up to 16x reading speed with DVDs and 48x reading speed with CDs.

The Sony Optiarc AD-7240S is on sale from March. Sony Optiarc Europe offers a comprehensive 24-month warranty on the drive.

Overview of technical data

AD-7240S (Serial ATA)

	Writing speed	Formats
DVD	24x	DVD+R (SL) DVD-R (SL)
	12x	DVD+R9 DVD-R (DL) DVD-RAM
	8x	DVD+RW
	6x	DVD-RW
CD	48x	CD-R
	32x	CD-RW

About Sony Optiarc Inc. / Sony Optiarc Europe GmbH

Sony Optiarc develops, manufactures and markets innovative and high-quality optical disc drives around the world. It was founded in 2006 and has around 400 employees. Sony Optiarc is headquartered in Tokyo. Its European head office, Sony Optiarc Europe, is in Ismaning near Munich.

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