External HDD Storage: Meeting Consumer Needs

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Which Storage to Use?

Key decision criteria:
- $  
- Capacity  
- Compatibility  
- Access time to data  
- Convenience  
- Brand  
- Reliability  
- Shelf Life
External HDD Storage

Why choose external HDD storage?

- High capacities
- Access time to data
- $/GB and $/drive
- Portability
- Security
- Reliability
- Easy to install
- Ease of use
Externals Market – NPD all form factors

External storage has sustained unit shipments growth

1” and 2.5” in 2005

3.5” Growth: 60% YTY
NA Retail External HDD: Form Factor

Small Form Factor Share is Growing:

8% 11% 18%

<table>
<thead>
<tr>
<th>Units</th>
<th>Q1CY03</th>
<th>Q2CY03</th>
<th>Q3CY03</th>
<th>Q4CY03</th>
<th>Q1CY04</th>
<th>Q2CY04</th>
<th>Q3CY04</th>
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<td>273,814</td>
<td>355,039</td>
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Source: NPD Mar 2005
Externals Trends by Interface – all form factors

<table>
<thead>
<tr>
<th>Q2CY03</th>
<th>Q3CY03</th>
<th>Q4CY03</th>
<th>Q1CY04</th>
<th>Q2CY04</th>
<th>Q3CY04</th>
<th>Q4CY04</th>
<th>Q1CY05</th>
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<tbody>
<tr>
<td>Firewire Only</td>
<td>3,998</td>
<td>2,441</td>
<td>8,022</td>
<td>3,756</td>
<td>3,371</td>
<td>5,084</td>
<td>5,090</td>
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<tr>
<td>Firewire/USB</td>
<td>49,731</td>
<td>57,598</td>
<td>95,596</td>
<td>98,457</td>
<td>118,759</td>
<td>120,351</td>
<td>126,511</td>
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<tr>
<td>USB</td>
<td>56,855</td>
<td>93,050</td>
<td>146,280</td>
<td>170,263</td>
<td>134,664</td>
<td>178,694</td>
<td>278,983</td>
</tr>
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</table>

Source: NPD IT Hardware, March 05
## External HDD Solutions

### External Hard Drives

#### OVERVIEW

<table>
<thead>
<tr>
<th>Dual-option Backup</th>
<th>WD Extreme</th>
<th>WD Essential</th>
<th>WD Essential</th>
<th>WD Passport</th>
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</thead>
<tbody>
<tr>
<td>Media Center, Combo, USB 2.0</td>
<td>Lighted Combo</td>
<td>USB 2.0</td>
<td>NetCenter</td>
<td>Portable USB</td>
</tr>
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</table>

#### Description

- **Office Desktop Consolidation**
  - Middlers, disk jockeys, and PC enthusiasts will love our jazzy new light up drive with clear plastic casing and the color of your choice. The combo drive has a USB hub and comes with a card reader.

- **Extreme Gaming**
  - Just the essentials! This value-conscious drive has everything for instant addition storage to your system.

- **Basic Grown Storage**
  - Essential for your network! In just 3 simple steps you can add shared storage to your wired or wireless network. Centrally store and access music, documents, and data files. You can even share a printer. Works with Macs and PCs.

- **Wireless Storage**
  - Pack up your office files and take them home. Carry thousands of songs or pictures. This drive is simple to use and easy to carry. No adapter required—it's powered directly through the USB cable.

- **Ultra Portable**
Basic Grown Storage & Backup Solution

- FireWire/USB 2.0 hard drive
- Automatic and push button backup
- USB 2.0 hub
- Front-mounted power button with Safe Shutdown
- 120 GB to 320 GB
- 7200 RPM, 8 MB cache
Easy to Setup

Retrospect Express

Activity Monitor

Immediate Backup

Sources

Destination

Selecting

Preview

Options

Verification on

Software data compression

Don’t backup Windows security information from workstations

Prepare for Disaster Recovery

After you have performed a backup of a computer, use this wizard to create a bootable CD or instructions to allow you to easily recover a non-bootable computer.
No Touch - Automate

Automate

Implement a simple automated backup strategy
Answer a few simple questions, and this wizard creates a script for automated backup, including media rotation, on a fixed schedule.

Create, modify and schedule scripts
Scripts specify an operation to perform such as backup or duplicate, and may be run manually or on a schedule.

Confirm that scripts will run unattended
Checks scripts for common errors such as invalid selections and missing media.
Office Desktop Consolidation External HDD

- 8-in-1 memory card reader
- FireWire®/USB 2.0 hard drive
- Automatic and on-demand backup
- USB 2.0 hub
- Front-mounted power button with Safe Shutdown™
- 160 GB to 320 GB
- 7200 RPM, 8 MB cache
Portable 2.5” HDD USB Drives

- Notebook PC grown storage
- USB 2.0 hard drive
- Powered by USB bus
- Rugged, protective case
- Shock-tolerant hard drive
- Ultra quiet, cool running
- 40, 60 and 80 GB capacities
- 5400 RPM, 8 MB cache
Wireless HDD Storage

Quickly add storage to wired or wireless networks in your home or office.
Wireless HDD Storage: How it Works

Plug it in. Run the Wizard. Beyond Easy!

Connect to WD NetCenter™ from other computers with EasyLink™. 
Who’s buying a NetCenter?

- Early adopters (online / tech shops)
- Home office (share data easily)
- VAR (low cost NAS) – compared to >$1000 shared storage, this is viable option
- SMB (ease of use) – more concerned with service they can attach to the product
Gaming External HDD  

*Fun, funky, SERIOUS storage*

- **Radical Design** - Colorful glowing case
- **Customizable** - Save color settings, turn off the light, or power down with the touch of a button
- **Versatile** - Features both FireWire and USB 2.0 interfaces, works with both Windows® and Mac® O/S
- **Instant Storage** - Preformatted, just plug it in and save!
- **Fast** - 7200 RPM and 8 MB cache performance
- **Hot Swappable** - Connect and disconnect without powering off your computer
End