

## Product Overview

# Digital Audio Video Experience (DAVE)

**The wireless storage platform for mobile handsets and other devices**

**Turns the phone into the center of the consumer's digital world**

### Introducing Digital Audio Video Experience Technology

Imagine being able to store gigabytes of music, video, games, and business data downloaded to mobile phones. DAVE™ technology from Seagate enables just that, delivering 10 GB or 20 GB of companion storage capacity that sets your customers free from the limits of in-phone storage.

The DAVE platform is small, sleek and slips easily into a consumer's pocket, purse or backpack, then stays connected to a handset up to 30 feet away over Bluetooth 2.0 or Wi-Fi. DAVE technology installs itself automatically once paired with the phone, so consumers can access their stored content using the graphic interface on the phone itself.

Seagate will sell the DAVE device as a platform to be branded by handset manufacturers, distributors/resellers or carriers. Contact your Seagate sales representative to find out how to put the DAVE platform to work for you.

### Connecting DAVE Technology to a Phone

- Activate Bluetooth on the DAVE device and the phone.
- Pair the DAVE device and the phone.
- DAVE technology installs itself to the phone.
- Consumer starts enjoying content!

### Applications

- Download from mobile services through phone.
- Sideload from PC via USB-To-Go or Wi-Fi.
- Receive and share with other DAVE devices.

# Digital Audio Video Experience (DAVE)

The wireless storage platform for mobile handsets and other devices



## New Revenue Opportunities

The mobile phone ecosystem has billions of dollars invested in next-generation broadband networks. DAVE technology is designed to help unlock the potential of those networks. The recent past is full of success stories where broadband network “pipelines” combine with large storage “tanks” to download and cache digital content and data:

- Cable/satellite TV networks and digital video recorders
- Online music services and MP3 players/portable media players
- Hard-drive-based video game consoles and gaming networks
- Personal computers and broadband Internet

Now, with DAVE technology, mobile telephony companies have a tank to monetize their investments in broadband. DAVE technology is ideal for digital media enthusiasts, on-the-go professionals and gamers who want to carry their content with them on one device. It's perfect for bundled promotions, upselling consumers to data services and jump-starting mobile content download services.

## Features and Benefits

### Powerful Bluetooth 2.0 and Wi-Fi connection

- Slip into a pocket, purse or backpack—stays connected up to 30 feet (9.1 meters) away

### Massive 10-GB or 20-GB capacity

- 10 GB holds 2,500 songs<sup>1</sup> or 21 hours of video<sup>2</sup> or 8,000 pictures<sup>3</sup>

<sup>1</sup> 4-minute song encoded at 128 Kbps.

<sup>2</sup> Video encoded at 30 frames per second for 320x240 pixel screen resolution.

<sup>3</sup> 1.2 MB per picture

## Specifications

Size	0.48 x 3.5 x 2.4 in/12 x 89 x 61 mm
Weight	2.5 oz/70 g
Connectivity	802.11 b/g, Bluetooth 2.0 EDR, USB OTG 2.0
Supported phone platforms	Windows Mobile, Symbian, BREW, J2ME

## High power efficiency

- Delivers up to 10 hours of media streaming performance or 14 days of standby operation

## Uses Seagate hard drives with free-fall protection

- Withstands the accidents and mishaps of everyday mobile use

## Wide connectivity options

- Connects to a variety of content sources and compatible with most mobile phone OS
- Use three standard connectivity protocols: USB OTG, Bluetooth 2.0 EDR and 802.11 b/g

## Open development platform

- Gives developers the opportunity to develop new games, applications and content utilizing increased storage
- Provides for the development of applications that utilize any device with Bluetooth, Wi-Fi or USB connectivity

## Enabling New Opportunities

According to Frost & Sullivan, the number of mobile video download subscribers will jump to nearly five million in 2010, as compared to roughly 250,000 mobile video download subscribers in 2006.

[www.seagate.com](http://www.seagate.com)

1-800-SEAGATE (1-800-732-4283)

AMERICAS Seagate Technology LLC 920 Disc Drive, Scotts Valley, California 95066, United States, 831-438-6550  
ASIA/PACIFIC Seagate Technology International Ltd. 7000 Ang Mo Kio Avenue 5, Singapore 569877, 65-6485-3888  
EUROPE, MIDDLE EAST AND AFRICA Seagate Technology SAS 130-136, rue de Sully, 92773 Boulogne-Billancourt Cedex, France, 33 1-41 86 10 00

Copyright © 2007 Seagate Technology LLC. All rights reserved. Printed in USA. Seagate, Seagate Technology and the Wave Logo are registered trademarks of Seagate Technology LLC in the United States and/or other countries. DAVE is either a trademark or registered trademark of Seagate Technology LLC or one of its affiliated companies in the United States and/or other countries. All other trademarks or registered trademarks are the property of their respective owners. One gigabyte, or GB, equals one billion bytes when referring to hard drive capacity. Accessible capacity may vary depending on operating environment and formatting. Quantitative usage examples for various applications are for illustrative purposes. Actual quantities will vary based on various factors, including file size, file format, features and application software. Seagate reserves the right to change, without notice, product offerings or specifications. PO0040.1-0701US, January 2007