



## Product Overview

# DB35.4 Series™

**Quiet, reliable hard drives optimized for digital entertainment**

### Key Features and Benefits

- 250 GB on a single platter enables a cost-effective entry point while delivering up to 50 hours of high-definition storage or up to 250 hours of standard-definition TV capacity.
- PVR acoustic profile as low as 2.5dB supports bedroom and living room system usage models.
- Capable of operating at drive case temperatures of up to 75°C
- Proven Seagate reliability—designed for worry-free DVR operation, season after season
- Low-current spin-up for ease of integration and power supply design
- Operational power consumption as low as 5.75W for reduced heat and increased reliability
- Supports up to 10 simultaneous high-definition or standard-definition video streams
- DynaPlay™ technology delivers the storage industry's most comprehensive set of features for the demanding DVR environment, including video streaming performance, power optimization and content security.
- Available Seagate Secure™ technology improves content security as part of a system digital rights management strategy.
- Seagate® SoftSonic™ motor technology and optimized seek profiles enable years of quiet, worry-free operation.

### Key Applications

- DVR and media centers applications—Microsoft Windows Vista certified
- External storage
- Home theater PC
- IPTV
- Multimedia hard drive recorders
- Audio servers
- Karaoke and audio jukeboxes



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## The Seagate Advantage

System integrators need to custom fit storage to their individual systems. The Seagate DB35.4 Series drive, which has already redefined value for high-definition video systems, lets manufacturers optimize drive performance for demanding DVR and media center environments. The DB35.4 Series drive continues to raise the bar with cost-effective, reliable storage compatibilities for video and media applications.

The DB35.4 Series drive gives integrators special features for tuning DVR operations:

- Performance optimization tunes the drive for the sequential streaming needed for uninterrupted digital media.
- Drive locking features enhance fair use of digital programming by simplifying the implementation of rock-solid drive security—video content stays on the DVR.
- Low-power operation and spin-up allow the manufacturer more leeway in selecting cost-efficient power supplies. These tools also help to keep DVR internal temperatures under control for enhanced system reliability.

Seagate Design Service Centers provide design and testing support that helps integrators bring products to market faster, with enhanced reliability and performance.

### Specifications

SDTV Capacity (hours)	up to 250
HDTV Capacity (hours)	up to 50
Simultaneous HDTV Streams	10*
Interface	SATA 3Gb/s
Startup Current, 12V Line (amps)	2.0
Reliability Rating (AFR)	<1%

\* Assumes 2-MB host buffer per stream

## Compatibility

The DB35.4 Series drive is compatible with SATA interface chipsets, the industry standard for low-cost, high-definition systems.

## New Customer Requirements

The DB35.4 Series drive delivers the reliability, capacity and performance needed by the next generation of DVRs and media centers. Entertainment consumers can easily archive entire seasons of television programming on their DVRs, while home media centers become a mainstay of the home theater with enough capacity for movies, photos, music and home video.

Seagate DB35.4 Series drives are Windows Vista-certified, enabling integrators to build reliable systems with quiet storage. These drives are tuned for the optimal video performance, low power consumption and content security required by this next generation of applications.

## Enabling New Opportunities

DVRs have reached critical mass, with an expected worldwide install base of over 135 million households by 2010 (IMS Research, 2006). DVR-capable products have become a key strategy for staying competitive for U.S.-based satellite and cable companies, while more than 50 percent of households in EMEA are forecast to have digital television service by 2009 (IMS Research, 2007). The fast-growing Asia-Pacific market leads the world in product diversity, with emerging devices supporting IPTV video delivery, as well as other Internet-connected video appliances coming on the scene. Seagate provides active storage solutions for any DVR, media center or video storage device, enabling our customers to keep up with growing demands for entertainment content storage.

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

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