



## Marketing Bulletin

# Seagate Showcase™ Storage Beats PC External Drives for DVR Expansion

### To Learn More:

Learn more about the new Seagate Showcase solution at [http://www.seagate.com/www/en-us/products/consumer\\_electronics/showcase/](http://www.seagate.com/www/en-us/products/consumer_electronics/showcase/)

Your DVR is starting to fill up, but you don't want to erase your favorite TV shows and movies—what options do you have? When you need to expand the storage capacity of your DVR, there are two solutions. You can replace the drive inside the DVR box, an option that is expensive, inconvenient and means a loss of previously recorded content. The other option is to plug in an external drive into your DVR.

Most external plug-in drives on the market today are built for a PC, whose demands are much different than those of a DVR. That is why Seagate Showcase™ media-attached storage is the best DVR expansion solution.

Showcase storage has been specifically designed for integrated multimedia expansion. It features the Pipeline HD™ drive that is the first and only drive designed specifically for DVR and media-center applications. The drive hosts an impressive feature set, tailored for DVR functionality, but what is equally important is that the Pipeline HD™ drive boasts best-in-class low power consumption, ultra-quiet acoustics and robust drive case temperature specifications. All are requirements for a superior DVR expansion drive.

Inevitably an enclosed hard drive will retain some amount of heat. To keep the Showcase solution cool and operating at peak performance, a low-power, always-on fan has been placed inside the box. It operates below the threshold for human hearing. The fans of PC external drives, by contrast, are audible.

PC drives correct data errors that are important to PC applications, but the same level of error correction is not needed for video streaming and can obstruct the flow of video, resulting in a choppy presentation. The Showcase solution avoids unnecessary and disruptive error correction. If the Showcase storage solution can't read a bit, it skips it and continues reading in order to provide a crisp, clean, uninterrupted flow of video—because most likely that one bit amounts to a single pixel in one second of a video stream.

For these and many other reasons, the smartest and best choice for DVR expansion storage is the Showcase solution from Seagate.

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