

# Seagate® Central

## Sales Card

### WHO IS THE TARGET AND WHY DO THEY NEED IT?

#### Who needs it?

Customers with a large library of media, generally stored over more than one PC or device in the home. They wish to organise it all and securely back up all their devices to one central location. Customers interested in accessing all their content on their Smart TV or when away from home.

#### What problems are they trying to solve?

**Content is stored everywhere.** More than 1 PC usually means content is spread across different devices.

**Want access to their content remotely.** Users would like to access their content stored at home when they are away.

**Show content on their Smart TV.** Customers wish to call up the films and photos they want to see directly from the TV without cables.

**Simplify backup management.** Multiple devices mean more to back up, and they want a way to do that easily.

### BUT WHAT IF?

**Objection:** "Connecting to my network router? That sounds complicated."

**Your response:** *It's a 3-step process and the product has a user guide that shows you the process. A "How to Install" video is included.*

**Objection:** "I can just back up each device to its own drive."

**Your response:** *Central is not just about backup, it's also the convenience of having all your content in one place and accessing it from devices other than your PC, such as your TV, or when you are away from home.*

**Objection:** "I don't want a big, ugly, noisy hard drive in full view in my living room."

**Your response:** *Central's horizontal design and fanless operation blends in beautifully with any home entertainment system. It's a sleek and stylish design that does not need to be hidden in a cabinet.*

### WHY DOES IT MATTER?

#### Key trends you need to know

Heavy content owners have media spread over a variety of external hard drives, flash drives and various computers and tablets.

TV is the preferred platform to access videos in the home, and Smart TV penetration is at about 20% globally and growing.

#### Implications

Users are getting frustrated with keeping track of what content is on what device. They forget which devices have been backed up, putting their content at risk. And they dislike downloading content to an external drive and then trying to connect to a TV to watch it.

#### Solution

Central organises and automatically backs up content from any device on the network, and allows access to that content from any connected device on the network remotely through a Web browser.

Smart TV owners will have access to their films, photos and music, all through their remote control.

### CLOSE THE SALE.

**Central:** Upload and organise your content in one place and access it across your home network on any connected device. With 1, 2, 3 and 4TB options, there is plenty of room to hold most people's entire library. And with secure, automatic backup of all attached devices, you get added peace of mind.

- Stream your media library in the home from Central to a gaming console, streaming player, or Smart TV on the network.
- Upload/download files wherever there is a Wi-Fi or 3G/4G connection, using a Web browser or the Seagate Media app available on the Apple, Samsung, GooglePlay and Amazon app stores.
- Use with Windows Vista, 7 and 8, as well as Apple OS when connected to the same Wi-Fi network as Central.
- Communicate wirelessly with your devices using standard protocols, such as SAMBA, Apple Talk and UPnP.

### SEED THE IDEA.

*Leading questions...*

- Q.** Is there more than one computer in your house? Is your content spread over the different computers and you can't easily find what you need?
- Q.** Do you ever need to access important documents or files when not at home?
- Q.** Are you finding your Ultrabook or MacBook Air does not have enough storage and you cannot connect more storage with a USB?

### ADDITIONAL SALES MATERIALS

*available at [spp.seagate.com](http://spp.seagate.com)*

- Marketing Kit
- Video