

Seagate® Wireless Plus



Sales Card

WHO IS THE TARGET AND WHY DO THEY NEED IT?	BUT WHAT IF?	WHY DOES IT MATTER?	CLOSE THE SALE.	SEED THE IDEA. <i>Leading questions...</i>
<p>Who needs it?</p> <p>Tablet and smartphone owners who need more storage capacity for videos, music, photos and documents while on-the-go. PC and Mac users seeking convenient, cable-free, portable storage solution.</p> <p>What problems are they looking to solve?</p> <p>Not enough tablet storage. The highest capacity tablet may not be enough to hold the ever-increasing amount of movies, music and photos in a customer's digital media library.</p> <p>Too many different devices. They want to take content with them, but it's stored on different or non-portable devices. It's too time-consuming moving content from device to device.</p> <p>No access to Wi-Fi. Their content is in the cloud, but they do not have access to Wi-Fi to get it.</p> <p>Can't agree on what to stream. Many families want to access different content on different devices while travelling.</p>	<p>Objection: "I can just take lots of devices."</p> <p>Your response: <i>Before you leave the house, you would need to check that each device has the content you would most like to watch on it. Why not take it all in one small package, knowing it will be accessible?</i></p> <p>Objection: "My tablet has enough storage already."</p> <p>Your response: <i>With HD movies, photos and music, your tablet will run out of space before you know it. The average person has 100GB of content, but average capacity of a tablet is only 34GB.</i></p> <p>Objection: "But I put everything on my cloud space. I can access it there."</p> <p>Your response: <i>You may find yourself out of range of a Wi-Fi connection or it is really expensive. You won't have these issues if you carried your own content on a device with its own Wi-Fi.</i></p>	<p>Key trends you need to know</p> <ul style="list-style-type: none">• By 2014, an estimated 75% of computing will be on tablets and smartphones.• Watching movies ranks in the top 3 uses for tablets.• The average person has 100GB of media, yet the average tablet is only 32GB and the largest-capacity flash-based tablets are still only 64GB. <p>Implications</p> <p>So much content is accessed on mobile devices that don't have storage capacity to hold it all. Users either must delete content or spend time and energy moving it from one device to another.</p> <p>Solution</p> <p>Wireless Plus has 1TB capacity – enough to hold up to 500 HD movies. And it lets users stream content to mobile devices without wires or Web.</p> <p>You can even stream different content to different devices at the same time. Now everyone can watch what they want on the device they want.</p>	<p>Wireless Plus: By broadcasting on its own Wi-Fi network, Wireless Plus connects to all your devices whether on the street or off-the-grid. No mobile network needed. And Seagate Wireless Plus gives you up to 10 hours of battery life between charges. That means streaming movies, music and other content on mobile devices without public Wi-Fi, cables or an Internet connection.</p> <ul style="list-style-type: none">• Works with iPad®, Android® tablet or smartphone. Internet not required.• Stream up to 3 separate HD movies at the same time.• Up to 8 media streams for photos, music and other media.• Portable with 10 hours of battery life. Great for travel.• Access and store files wirelessly from PCs or Macs by dragging and dropping with a familiar folder view.• DLNA and Airplay compatible.• A good accessory for Ultrabook and Mac Air users.• Content-centric media app support for Samsung Smart TVs.	<p>Q. Are you tired of having to choose which movies to sync with your tablet before heading out on a trip?</p> <p>Q. Are you finding your Ultrabook or MacBook Air doesn't have enough storage and you can't connect more storage with a USB?</p> <div><p>ADDITIONAL SALES MATERIALS</p><p><i>available at spp.seagate.com</i></p><ul style="list-style-type: none">• Marketing kit• Video</div>

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