

Product Overview

Seagate D.A.V.E. Platform

The portable storage platform that collects, plays and manages digital content

Key Features and Benefits

For mobile device designers/manufacturers
(mobile phones, digital video/still cameras, auto navigation systems)

- Lower BOM costs—Storage cost moves from the mobile device to Seagate D.A.V.E.™ (digital audio video experience) platform.
- Standard, easy-to-integrate interfaces to home-based media centers
- Reduced time and effort needed for mobile system development
- Increase capacity without impacting the host system life cycle

For home device designers/manufacturers
(home A/V systems and media center PCs)

- New revenue models by linking home and mobile entertainment devices
- Enhanced media center content management
- Supports managed copies and other consumer-friendly ways of monetizing content
- Increase capacity without impacting the host system life cycle.

For consumers

- Simplified content management
- Delivers high capacity in a mobile package
- Makes home systems content mobile
- Enables consumers to quickly and easily upgrade their storage

Key Applications

- Mobile handsets
- Automotive navigation/entertainment systems
- Digital video and still cameras
- Home entertainment systems



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Product Description

Consumers are demanding more storage in all aspects of their lives, particularly for mobile entertainment and information. The home has long been the hub for digital content, and now consumers also want to bring this content with them. Carrying intelligent, connectable devices everywhere, these consumers want seamless broadband network access and the technology to enjoy their entertainment wherever they go.

But such ubiquitous access to digital content poses significant challenges:

- Syncing mobile devices to *hub* devices in the home entails numerous software and connectivity hurdles.
- Content from many different sources becomes decentralized, making it difficult for the consumer to ensure desired content is on the right device.
- Managing mobile content is a labor-intensive manual process (such as coping with the limited storage space on flash-based devices).
- It can be difficult to increase a device's embedded storage capacity to meet ballooning consumer demand.

Such challenges complicate the consumer experience, creating multiple places for content to *hide* and thus scattering the consumer's content collection. The solution? Unified content management, a state where the consumer has access to content wherever and whenever they want, on any device.

| Specifications | |
|-----------------|---|
| Capacity | 60 GB |
| Interfaces | 802.11 b/g, Bluetooth v.2.0. EDR, USB 2.0 |
| Acoustics | 2.2 bels, operating |
| Shock Tolerance | 1.5 meter (approx. 5 feet) drop onto concrete |
| Cache | 2 MB |
| Size | 2.56 x 3.75 x 0.71 in / 65 x 95 x 18 mm |
| Weight | 3.78 oz / 107 g |

Seagate D.A.V.E. technology provides an elegantly straightforward way to provide unified content management:

- Centralizes the consumer's primary collection of digital content
- Enables standards-based connectivity to a wide variety of devices
- Reduces consumer device cost by supplying primary storage for multiple devices
- Separates storage from devices, ensures consumer can upgrade storage as Seagate D.A.V.E. platform capacity grows
- Enables consumers to legally bring managed copies of digital content with them for connection to compatible devices

Specifically designed for consumer brands:

- System is customizable and designed to be branded as a technology accessory for mobile handset OEMs, networks, automobile and automotive component manufacturers, media center and DVR brands, and other companies looking to add a mobile storage accessory to their consumer solutions.
- Seagate Design Service Centers will assist in compatibility testing and certification.

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—nearly a twentyfold (or one thousand percent) increase.

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