

Product Overview

ST18 SERIES

60GB disc drives

Portability • Reliability • Capacity
Enabling the portable digital media experience

Features and Benefits

- Industry-leading capacity enabled by perpendicular recording technology
 - 60GB provides a breakthrough in capacity and value for handheld audio and video devices.
- G-Force Protection for the toughest 1.8-inch drive on the market
 - Optional drop-sensing technology increases drive robustness to 1500 Gs.
- Best-in-class power management features deliver longer battery life for handheld devices.
 - 3600-RPM motor provides the right balance of performance and power savings.
 - Power management algorithms provide optimal use of battery life.

Key Specifications

- 2.2-second startup time
- 275 mA average read current
- First 1.8-inch drive available with new CE-ATA interface
- 0°C to 60°C operating temperature range
- 2.2 bels operating acoustics—below human hearing range

Applications

Environments where the best combination of portability, reliability, and capacity are paramount, including:

- Personal media players
- Portable navigation systems
- Ultra-portable computing devices
- Digital video cameras
- Portable storage devices



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The Seagate Advantage

Consumers are driving a revolution in the way they access, store and enjoy content. Seagate® calls it the *On-Demand Life*, where consumers can choose to experience content when they want, where they want and on the device they choose. The growth of services that allow audio and video to be stored on mobile devices, and the devices on which this content will be stored, make increased storage imperative in the On-Demand Life.

The ST18 Series from Seagate delivers an industry-leading 60GB of storage in a compact 1.8-inch HDD. The culmination of decades in customizing hard drive technology for new applications, the ST18 Series combines the best features for portable media players:

- Seagate RunOn Technology enables smooth audio and video streaming even under high-motion conditions.
- G-Force Protection includes optional drop-sensing technology, protecting the consumer's entertainment against the dings and drops endured by handheld devices.
- Sophisticated power management technologies help extend battery performance, even for demanding video streaming.

Seagate Design Service Centers provide testing and integration services for handheld devices. Utilizing world-class Seagate labs, handheld device manufacturers can bring products to market with optimal reliability and performance.

To Learn More:

New CE-ATA Interface

This new industry-standard interface uses a simplified command set optimized for consumer electronics applications. A smaller physical interface, lower power usage and efficient media-streaming performance are a few of the advantages of CE-ATA on the Seagate ST18 Series drive.

New Customer Requirements

Today's media consumer understands the power of taking entertainment anywhere and everywhere. A subway train can become a home theater. Weeks-old magazines are replaced by up-to-the-minute news clips as lunchtime entertainment. Airplane entertainment options are limited only by the consumer's tastes, not by the movies on board. The portable media powerhouse is being enabled by legal media options that free the consumer to customize the entertainment experience.

Many devices are converging audio-video functions with other core applications. For example, portable navigation systems are using HDD technology to include media playback with systems that incorporate 3D graphics, millions of points of interest and even photographs of the destination. Digital video cameras are replacing fragile tape with direct-to-disc recording that includes automatic time-code and GPS data. And a new breed of handheld computer based on the Microsoft Origami platform brings the power of multimedia and productivity applications to pocket-sized devices.

Compatibility

The ST18 Series will offer compatibility with the new CE-ATA interface for handheld consumer devices. Seagate Design Service Centers can help with the transition to this highly efficient new standard. Additionally, the ST18 Series will support the IDE interface used in many current handheld devices.

Specifications	
Capacity (GB)	60
Interface	CE-ATA or IDE, ZIF connector
Cache (Mbytes)	2
Acoustics, Operating Typical (bels)	2.2
Operating Robustness (Gs)	1500*
Time to Ready (seconds)	2.2

* Utilizing optional drop sensing technology

Enabling New Opportunities

Handheld video players are expected to continue their increase in sales. Consumer Electronics Association (CEA) forecasts that the mobile video and navigation market will grow to over one billion dollars in sales in the U.S. by the end of 2006.

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