

Product Overview

DB35.3 Series

80-GB to 750-GB hard drives

Silent reliability, leading-edge performance and capacity choices for the next generation of DVRs

Key Features and Benefits

- DynaPlay™ technology optimizes drive operations for digital video recorders (DVR) and multimedia storage and streaming environments.
- Breadth of capacity choices to enable the entire range to today's digital entertainment devices
- Long-haul reliability ensures worry-free operation, season after season.
- Whisper-quiet acoustic performance meets the needs of the most discerning customer's expectations.

Best-Fit Applications

- DVRs
- Home media servers



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The Seagate Advantage

DVR manufacturers need tailored storage options to fit their individual system needs. The DB35.3 Series™ drive redefines value for manufacturers of DVRs and leading-edge digital entertainment storage and delivery systems.

DynaPlay technology from Seagate® gives manufacturers a range of features for controlling the drive's operating parameters.

- ATA-7 streaming support ensures smooth, uninterrupted delivery of video and audio data.
- Performance-management options ensure the fastest system response, even coming out of standby mode.
- Seagate DriveTrust™ security tools enhance fair use of digital programming by helping manufacturers implement appropriate digital rights management technologies.
- Power optimization allows the manufacturer more leeway in selecting cost-efficient power supplies. It also helps keep DVR internal temperatures low to enhance system reliability.

Seagate Design Service Centers provide design and testing support that helps DVR manufacturers bring products to market faster, with enhanced reliability and performance.

Compatibility

The DB35.3 Series is compatible with UDMA -2, -3 and -4 interface chipsets, while offering Serial ATA options for high-definition DVR systems.

Specifications	
Rotational Speed (RPM)	7200
SDTV Capacity (hours)	up to 750
HDTV Capacity (hours)	up to 125
Simultaneous SDTV Streams	10*
Simultaneous HDTV Streams	10**
Interface	ATA/100***, SATA
Startup Power, 12V Line (amps)	2.0
Reliability Rating at Full 24x7 Operation (AFR)	<1%

* Assumes 256-Byte host buffer per stream

** Assumes 2-Mbyte host buffer per stream

*** Compatible with UDMA-2, -3 and -4

New Customer Requirements

DB35.3 Series drives deliver the reliability, capacity and performance to drive the next generation of DVRs. Invertebrate entertainment consumers can easily archive entire seasons of television programming. Home media centers become a reality with capacity for movies, photos, music and home video.

DB35.3 Series drives are available in capacities from 80 GB to 750 GB. Set-top box and HDD recorder OEMs can segment product lines: up to 160 GB for single-tuner standard definition products and 250 GB to 750 GB for multi-tuner, high-definition, home media servers, set-top boxes and HDD recorders. DVR applications often have unique operating requirements for each device. DynaPlay Technology tunes the drive for optimal video performance, low power consumption and digital rights management.

Enabling New Opportunities

DVRs have reached critical mass, with an expected worldwide install base of over 135 million households by 2010 (IMS Research, 2006). DVR-capable products have become a key strategy of staying competitive for U.S.-based satellite and cable companies. The fast-growing Asia-Pacific market leads the world in product diversity combined with optical and VCR technology sold at retail. Emerging devices supporting IPTV video delivery, as well as other Internet-connected video appliances, are coming on the scene. Seagate provides active storage solutions for any DVR or video storage device, enabling our customers to keep up with growing demands for entertainment content storage.

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