



## Case Study

# Niveus Media, Inc.

## High-End Digital Media Servers Deliver Peerless Performance With Pipeline HD™ Hard Drives

Just one glance at the elegant styling and exquisite craftsmanship of Niveus Media solutions makes it clear that these are no run-of-the-mill digital media entertainment products. Confirms Brian Paper, vice president of operations, “In the custom installation channel, we’re well known for installing high-end theater-type pieces. To use a car analogy, we sell anything from a BMW up to a Bentley. It’s very expensive equipment, so things like reliability and performance are a must.”

The company’s flagship product is the Niveus Media Center, which fills the gap for consumers looking to create, store and access their digital media (DVD, music, photos, TV) anywhere in the home. Delivering the power and flexibility of a computer, the functionality of a DVR, and the broadband capabilities of the home network, the Niveus Media Center outpaces other media computers with its fanless construction (heatpipe technology), sleek design (radical A/V form factor) and unique software plug-ins from Niveus Media and its partners.

### Company

Niveus Media, Inc.

### Location

Milpitas, California

### Contact

[www.niveusmedia.com](http://www.niveusmedia.com)

### Primary Focus

Manufactures award-winning media server hardware and software solutions optimized to manage all HD entertainment in multi-zone applications. With the most advanced media servers, storage servers, proprietary software and service technologies, Niveus revolutionizes the aggregation, distribution and enjoyment of today’s digital media.

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Selecting affordable Seagate® Pipeline HD™ hard drives for use throughout the Niveus media server line was easy. “We’ve always shipped with Seagate drives, ever since we founded the company,” Paper enthuses. “And because some of our media servers are 100 percent passively cooled, without a single fan inside the units, the low heat emissions and superior acoustics of Pipeline HD drives are paramount. When you take the fan noise out of a system, any noise from the drive almost seems amplified because there’s nothing else there to mask it.”

### More Storage, Less Space

Designed and built in the United States, Niveus home media server systems cater to the most affluent and discriminating customers. “For them,” observes Paper, “it’s much less about price and more about the other things that they’re going to get out of the product. So, for our systems, we’re always out there looking for best-of-breed components.”

Keeping up with this demand for state-of-the-art home media solutions, Niveus recently introduced the Cargo Edition, a sixteen-bay storage server. Based on the Windows Home Server platform, Cargo elegantly address such customer concerns as “What do I do when I run out of storage on the media server itself?” or “How am I going to back up all of my valuable photos and music that are stored on my media server?”

The Cargo Edition blends prodigious capacity (up to 16 TB!) with a remarkably compact form factor (only 3U high and 18.5-inches deep); competing products of comparable capacity are either 5U high or 20-inches deep (requiring installers to use a bigger rack). Paper states, “From a storage density perspective, we’re not aware of anything out there that competes with Cargo right now, at least in terms of the custom install channel, the space that we’re selling into.”

### Pipeline HD Drives Step Up

Combining quiet acoustics, best-in-class power savings, industry-leading reliability and performance enhanced for multimedia streaming applications, Pipeline HD drives are optimally suited to the full line of Niveus home media servers. But surely the high-density, fan-cooled storage environment of the Cargo demanded the ruggedness of cost-no-object enterprise drives?

Not so, explains Paper. “Reliability is always our number one priority, and in the Cargo Edition, the Pipeline HD drive has proven very robust. Of course, some of the video distribution features of the Pipeline HD drive are particularly attractive because that’s basically the function of Cargo; it’s a central storage location for all of your digital files. But the reliability of the Pipeline HD drive is its primary asset, followed by its video distribution functionality and then its low acoustic output.”

Even though budget-friendly Pipeline HD drives are not designed for such rigorous multi-drive applications, internal testing by Seagate confirmed the high reliability of Pipeline HD drives when deployed in Cargo Edition storage servers. The impressive results are a testament to the durability and low heat emissions of Pipeline HD drives, as well as the expertise of Niveus Media’s innovative designers; achieving modest operating temperatures and quiet acoustics in the Cargo Edition’s high-density chassis is a remarkable feat.

“Whatever it’s going to take to build a better media server, those are the types of things that we’re looking for. And with the Seagate® Pipeline HD™ drive, I’d say we’ve pretty much found it. I don’t think our engineering folks are missing anything that they’re looking for in a drive. We’re happy with the performance.”

Brian Paper,  
vice president of business  
operations,  
Niveus Media

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## **No Compromises**

Niveus Media has earned an impressive array of industry accolades, including a Best of Show award at the DigitalLife exhibition and a CES Innovation Award in the Video Component category, as well as having its products showcased on stage by both Intel and Microsoft at numerous events. Such success speaks volumes about the no-compromise approach Niveus brings to its products.

Summarizes Paper, "Because of our price-is-no-object approach, we're always looking for that next thing to give us an increase in reliability and performance. Whatever it's going to take to build a better media server, those are the types of things that we're looking for. And with the Seagate Pipeline HD drive, I'd say we've pretty much found it. I don't think our engineering folks are missing anything that they're looking for in a drive. We're happy with the performance."

## **To Learn More:**

### **Seagate® Pipeline HD™ Hard Drives**

For more information on  
utilizing Pipeline HD drives,  
[www.seagate.com](http://www.seagate.com).

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