



LaCie Portfolio – Premium Solutions Overview

January 2016



LaCie Sales Tools on Seagate Brand Portal

LaCie Sales Tools include:

- “Everything About” presentation (for internal use only)
 - Product Overview, Product Positioning, Key Selling Points, Use Cases, Competitive Analysis, Pricing & Logistics Info
- “Sales” presentation (for external use)
 - Light version of the “Everything About” that can be shared externally
- Product Sales Sheet
 - Printable 2-sided document for resellers and events including references,
- Product Images
- Product Videos
- Product Posters
- Product Text
- LaCie Product Guide
- LaCie DAS Pro Leaflet

The screenshot shows the Seagate Brand Portal interface. At the top right, it says "Brand Best Prac". The main heading is "Brand Portal" with a "LOG OFF" link. Below this are two dropdown menus for "REGION & LANGUAGE": "All Regions (Global)..." and "English (US)". A "QUICK FIND" section has a search box and a "Choose a LaCie Product..." button with a right arrow. Below that are "QUICK LINKS" for various guides and standards. On the right, a "Welcome to the Seagate Brand Portal" message is followed by a "Newly Updated Content" list with items like "NEW 2015 SEAGATE BRAND KIT" and "MERCHANDISING PLAYBOOK JULY 24, 2014". A "Mark" section lists various marketing kits. Red boxes and arrows highlight specific elements: "LaCie Assets" in the quick find dropdown, "Choose a LaCie Product..." button, "LaCie Collateral and Sales Tools" in the quick links, and "Select 'LaCie Assets'", "Select 'LaCie Product'", and "Other LaCie Sales Collaterals" in red callout boxes.

SEAGATE

Branding Home /

Brand Portal

LOG OFF

REGION & LANGUAGE

All Regions (Global)...

English (US)

QUICK FIND

Select Seagate or LaCie below

LaCie Assets

Seagate Assets

LaCie Assets

Search Document Text

Choose a LaCie Product...

QUICK LINKS

Seagate Brand Guide Identity Standards >

Seagate Logo >

Seagate Powerpoint Template and Instructions for Use >

Seagate Brand Guidelines Preview Video >

LaCie Collateral and Sales Tools >

LaCie Logos >

LaCie Brand Standards Guide 2015 >

CES 15 >

Welcome to the Seagate Brand Portal

Newly Updated Content

- NEW 2015 SEAGATE BRAND KIT
Inside the New 2015 Seagate Brand Kit, you'll find all-new Brand Guidelines, as w
- MERCHANDISING PLAYBOOK JULY 24, 2014
- STORAGE SOLUTIONS GUIDE
Our quarterly published sales tools provide an abundance of useful information:
 - Up-to-date product features, benefits and applications information for the entire S
 - At-a-Glance product comparison charts to quickly cross-reference product offering

Mark

- HOLIDAY "JOY" WIRELESS PLUS MARKETING KIT
- HOLIDAY "JOY" BACKUP PLUS SLIM MARKETING KIT
- BAC
- ENT
- SURVEILLANCE HDD MARKETING KIT
- BUSINESS STORAGE WINDOWS SERVER 4-BAY NAS MARKETING KIT
- TERASCALE MARKETING KIT
- NAS HDD
Kit does not include NAS HDD Video Item ID 4862, please download separately
- LAPTOP ULTRA THIN HDD
- 1200 SSD
- BUSINESS STORAGE 1-BAY NAS
- BUS
- BUS
- SSHD UPGRADE CAMPAIGN KIT

Brand Positioning

LaCie is the Premium brand from Seagate Technology For Apple Users and Creative Pros.

- LaCie has been combining design and technology for more than 25 years to create products that are both stylish and performance-driven.
- LaCie has increasingly proven itself as an industry leader through its innovation and relentless focus on usability developing storage solutions during these 2 decades.
- LaCie is now part of the Seagate Branded Division as the Premium Brand of the Group - Seagate owns 100% of LaCie – and will continue developing products with the same spirit.



Premium & Pro Brand

LaCie portfolio is split into 3 product families:

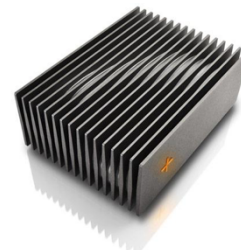
- **Professional Solutions** for Creative Pros & Prosumers:
 - **Products:** Rugged, Thunderbolt & Quadra families
 - **Audience:** Independent Filmmakers, Video Productions and Photo Professionals
- **Premium Consumer Solutions** for Premium Consumers
 - **Products:** Porsche Design family, Fuel, Cloudbox
 - **Audience:** Apple Consumers, Mac Users, Techie Minimalists
- **Extreme Design Solutions** for Fashionable Consumers
 - **Products:** Mirror, Sphere, Culbuto, Blade Runner, XtremKey
 - **Audience:** Design Lovers, Luxury and Trendy Consumers



PORSCHE DESIGN



neil poulton



S+ARCK

LaCie & Design

A long tradition of creations and collaborations with world-famous designers :

- Neil Poulton has been working for LaCie for more than 12 years conceiving many products : 8big, d2, Rugged, Quadra, Rugged, USB Key and many others.
- From Porsche Design GmbH, to 5.5 Designers, as well as Ora-Ito and Karim Rashid.
- Philippe Starck has designed the first LaCie product back in 1992 and recently : « LaCie Blade Runner ».

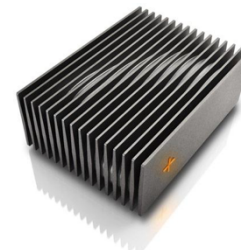
Working with designers has allowed LaCie to bring unique products on the market.



PORSCHE DESIGN



neil poulton



S+ARCK

Premium Solutions



Premium Consumer Solutions

By Porsche Design.

Desktop



Porsche Design Desktop

USB 3.0
3 | 4 | 5 | 8 TB



Porsche Design Desktop

USB 3.1 Gen 1
4 | 5 | 8 TB

Mobile



Porsche Design Mobile

USB 3.0
1 | 2 TB



Porsche Design Slim

USB 3.0
500 GB
120 | 250 GB SSD



Porsche Design Mobile

USB 3.1 Gen 1
1 | 2 TB



Porsche Design Mobile

USB 3.1 Gen 1
4 TB

Porsche Design Mobile

- Porsche Design ID
- Up to 2TB
- USB 3.0 Speed
- Solid aluminum enclosure
- Designed for Mac®, Works with Time Machine
- Password protection
- Energy Saving
- No external power supply



Porsche Design Slim

Thinner. Faster. By Porsche Design.

- Porsche Design ID
- 11mm Slim design
- Solid aluminum enclosure
- 500GB (HDD) | Up to 256GB (SSD)
- USB 3.0 Speed Up to 400MB/s with SSD
- Designed for Mac®, Works with Time Machine
- Password protection
- Energy Saving
- No external power supply



Porsche Design Slim

Reviews & Awards



“If you value design, the LaCie Porsche Design P’9223 Slim is a premium external SSD that has a lot of speed to back up its designer looks.”

- Joel Santo Domingo



“The LaCie P’9223 Slim SSD portable drive offers a sleek and elegant enclosure with good performance thanks to its SSD inside an a useful software package.”

- Doug Crowthers



“The Porsche Design P’9223 combines excellence in design and the utmost in performance, giving the consumer the best of both worlds, all at a comfortable price.”

- Tyler Bernath

Porsche Design Desktop

- Porsche Design ID
- Solid aluminum enclosure
- Up to 8TB
- USB 3.0 Speed
- Designed for Mac®, Works with Time Machine
- Password protection
- Energy Saving



New LaCie Porsche Design

Nice upgrade to the current version

New Porsche Design

What's New?

- New USB-C connector
- Unique Power Delivery features (desktop model only)
- Best-In Class Storage Capacity per category
- Full Aluminum Enclosure
- New Design with no sharp edges



USB 3.1 Technology

Not Just New. The Future.

USB 3.1 “USB-C”

Not Just New. The Future.

- **USB-C connector.** A brand new interface that is a lot like the Apple Lightning cable. There is no wrong way to insert it. Both sides of the cable are identical too.
 - **USB 3.1 Gen 1** = 5Gb/s = USB 3.0 (LaCie Porsche Design)
 - **USB 3.1 Gen 2** = 10Gb/s (LaCie Chromé)
 - Gen 1 and Gen 2 have **USB-C connector**
- **Unique Power Delivery** feature for laptop charging (desktop model only)



USB-C



USB 3.0

LaCie Porsche Design Mobile

Key Talking Points

Porsche Design Mobile

Pure Form. Redefined Function.

- New USB-C connector for next-generation computers
- Massive capacity in a compact size
- Included USB 3.0 adapter works with any Mac® or PC
- Sleek, all-aluminum enclosure by Porsche Design



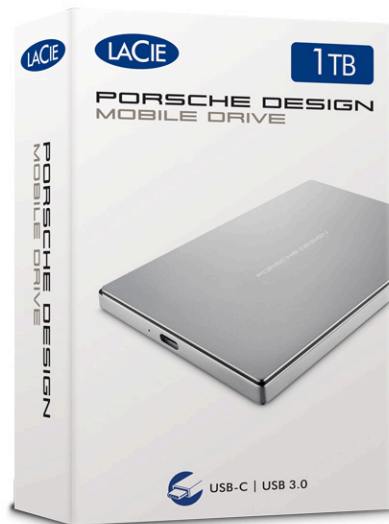
LaCie Porsche Design Mobile

What's Included

Everything to be compatible

What's Included

- LaCie Porsche Design Mobile Drive
- USB-C cable
- USB-C to USB adapter cable
- Quick install guide



LaCie Porsche Design Desktop

Key Talking Points

Porsche Design Desktop

Pure Form. Redefined Function.

- New USB-C connector for latest generation computers
- Charges your laptop when it's connected to the drive.
- Included USB 3.0 adapter works with any Mac® or PC
- Sleek, all-aluminum enclosure by Porsche Design



LaCie Porsche Design Desktop

What's Included

Everything to be compatible

What's Included:

- LaCie Porsche Design Desktop Drive
- Power supply
- USB-C cable
- USB-C to USB adapter cable
- Quick install guide



Mobility & Consumer NAS

Share & Access Photos, Videos, Movies & Music

Mobility



FUEL

Wifi | USB 3.0

1 | 2 TB

Home



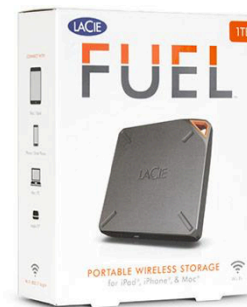
Cloudbox

Ethernet

2 | 3 | 4 TB

Fuel

- Wireless mobile storage solutions for travellers
- Up to 10-hour battery life operation
- Expand your iPad to store 500+ movies/photos/music
- LaCie Media app for iOS devices
- Play media on 5 Apple devices at the same time (iPad, iPhone, Mac)
- Transfer content from your iPad or iPhone
- Apple TV® and Airplay© compatible
- Browse through media and access Internet at the same time
- Samsung Smart TV, Chromecast & Roku compatible



Cloudbox

- Access and share files, photos, videos and music
- Real Plug 'n Play network storage for consumers
- Access on any connected device at home (smartphone, tablet, smart TV)
- Access your files remotely with a simple Internet access
- Central backup for all computers at home
- Time Machine compatible



Extreme Design Solutions



LaCie Chromé

Product Positioning

Luxury



Christofle Sphère
by Chirstofle
1 TB



Mirror
by Pauline Deltour
1 TB



Chromé
by Neil Poulton
1 TB

Premium

LaCie Chromé

Key Talking Points

Chromé

Forward-Thinking Technology. Visionary Design

- USB 3.1 Gen 2: Up to 940 MB/s
- Reliable Design to support performances
- Detachable Magnetic Display Stand
- Unique Design Inspired by Greatness



Chromé
1TB

LaCie Chromé

What's Included

Another Luxury Packaging

Equipped to work with any computer. Today and Tomorrow.

- LaCie Chromé
- Removable stand
- USB-C cable 10Gb/s
- USB-C to USB adapter cable
- Power Supply
- Cleaning Cloth



Extreme Design Solutions

Designer Partnership

Luxury



Christofle Sphère
by Chirstofle
1 TB

Premium



Mirror
by Pauline Deltour
1 TB

LaCie Sphere

Reviews & Awards



THE WALL
STREET
JOURNAL.

“The shiniest hard drive know to man .”

- Michael Hsu



Inc.

Best Business Gadgets of CES

“Looks like something you’d buy at an uptown store or from a European designer.”

- John Brandon



THE VERGE

“Undeniably classy.”

- Adi Robertson



“Expensive, luxurious, beautiful, and fast.”

- Dong Ngo

LaCie Mirror

Reviews & Awards

9T@5Mac

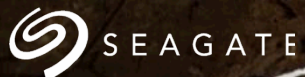
APPLE INTELLIGENCE



“If you like shiny new things, there’s not a shinier or newer hard drive around.”

- Jeremy Horwitz





Thank You