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MAXELL RELEASE WORLD'S FIRST USB AND eSATA COMBO DRIVE

Maxell ensures more storage and increased transfer rate with the launch of the New portable 32GB Solid State Drive

London, UK, (Feb 2009), Maxell Europe Limited, the technology brand leader is delighted to launch their revolutionary portable Solid State Drive (SSD), the world's first dual storage device that combines rapid eSATA technology and robust USB connections. SSD has been developed to replace existing Hard Disk Drive's (HDD) that are commonly used in today's PCs and notebooks. More and more notebooks are being produced with built in SSD's over HDD, the new Mac Air is a prime example, this looks set to be the way the market is moving. Maxell now offer a portable solution for your SSD needs.



So, how does it work? It's simple really. The conventional USB connection lies at one end of the SSD and the eSATA connection, which plugs directly into your PC or notebook, is found on the other. With its plug and play attribute, the SSD simply works in the same way as a USB, but integrated eSATA as well as an indestructible model is what distinguishes this exclusive technology.



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While many of us are familiar with USB as an external data transfer and storage device, the eSATA technology is fast becoming the new phenomenon for almost everyone.

eSATA, meaning External Serial Advanced Technology Attachment is being regarded as the next generation of internal bus interfaces for hard drives giving greater read/write speeds compared to USB connection and USB Flash Drives, and is a new technology that is steadily being introduced on many new PCs and Laptops.

One of the fundamental advantages of eSATA is its exceptional download speed — it is capable of transferring speed around three times faster than USB 2.0 (refer to chart below).

Speed / Device	eSATA Connection	USB Connection	USB Flash Drive
Read (MB/s)	75MB/s	24MB/s	18MB/s
Write (MB/s)	25MB/s	16MB/s	8MB/s

As an advanced technological leader, Maxell has ingeniously utilised both eSATA and USB to create a unique storage device that works instantly, rapidly and reliably. The limitations of HDD are becoming increasingly frustrating for us all and Maxell's portable SSD is set to be the solution.

So what are the actual weaknesses of HDD and what makes SSD so special? Current drawbacks with HDD include its high power consumption, inadequate data retention, considerable production of noise and heat and, crucially, extreme vulnerability to damage. SSD conquers every one of these concerns. It is power free, lightweight, works quickly but quietly, it will not overheat and, most importantly, its comprehensive shock resistance and extensive data retention makes the SSD the most efficient and reliable way of storing and protecting information.

SSD is the revolutionary means of storing data, essential for those who have ever experienced the stress and frustration of a slow, damaged or broken USB, or for those who are merely dedicated admirers of state-of-the-art technology. You can throw it in your bag, move from office to office, classroom to classroom, country to country, without even the slightest worry. If you are looking for the most reliable, rapid and robust portable storage device, this SDD is unquestionably for you!

End.

Note To Editors:

- Samples available on request.
- Maxell Solid State Drive 32 GB SRP= €120
- Available now
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About Maxell

A technology and brand leader in premium data storage media products since 1960, Hitachi Maxell Ltd is a full-line manufacturer of digital and analog media products for the consumer, data storage and broadcasts markets. For more information, please visit www.maxell.eu

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