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MAXELL INTRODUCES A NEW “FIELD ARCHIVE” REMOVABLE HARD DISK SOLUTION FOR BROADCASTERS

*First-to-Market Information Versatile Disk for Removable Storage (iVDR) Solution with Rugged,
High Performance Capabilities for Broadcasters*

(London, United Kingdom), Sept 2008 – Maxell Europe Limited announces today that its Professional Media Products Division has introduced a light weight, rugged and shock resistant compact removable hard drive solution for field archive operations. The new product made its debut at the 2008 International Broadcast Convention (IBC) 2008 in Amsterdam.

The first “Field Tough Media” solution of its kind leveraging Maxell iVDR technology is a highly efficient storage solution that connects directly through a bi-directional USB or eSATA adapter to a shoulder-mounted camcorder capable of delivering 10-bit, 4:2:2 master-quality video and native full HD video. In its current form factor, Maxell iVDR solution is capable of storing 160 GB of data and has a transfer rate of 540 Mbps.

Maxell iVDR offers efficiencies across a broad range of broadcast applications in the total work flow from material gathering, to editing, transmitting and storing video content while eliminating the time it takes to convert content from tapes to hard disk drives and storing video content. The Maxell iVDR removable hard disk features a rugged, durable and light weight construction that can withstand shock and vibrations.



Says Andrew Smart, Maxell Europe Limited:

“What makes the Maxell iVDR unique from other removable hard disk drives, is its drop protection of up to 1.2m (4 feet) provided by a hardened plastic shell and specifically designed shock isolation systems. This latest technological application of iVDR from Maxell expands our line-up of broadcast products to be one of the most comprehensive in the industry allowing our customers to record, store and archive the highest quality HD footage.”

With its capability of up to 10,000 insertions and removal cycles, it is built for continued and repeated use.

For more information, please visit www.maxell.eu or contact +44 1923 331000.

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