

New Mini MP3 Player with 5GB 1-inch Seagate Hard Drive

September 2 2004

[Seagate Technology](#) and Creative Technology Ltd today announced that Creative's first mini [MP3](#) player, MuVo2 FM 5GB, comes equipped with Seagate's new 5 GB, 1-inch ST1 Series [hard drive](#) with RunOn Technology. It is the first product Seagate is delivering as part of a strategic relationship between Creative and Seagate, and both companies have plans to deliver to consumers more leading-edge portable audio product lines using Seagate storage technology.

"Customers are demanding handheld audio playback devices that provide quiet acoustics, high reliability and top streaming performance" said Sim Wong Hoo, chairman and CEO of Creative Technology Ltd. "Creative is pleased to be working with Seagate to deliver the industry highest capacity MuVo2 FM Mini MP3 player to the market, allowing the player to hold up to 150 hours of high-quality music files."

"Our relationship with Creative is only beginning with their adoption of the ST1 Series hard drive," said Brian Dexheimer, Seagate executive vice president of Global Sales and Marketing. "Seagate worked closely with Creative to align with their technology and business needs. This announcement further confirms Seagate's entry into the handheld application space, and offers proof that our products deliver what consumer electronics companies need most - quiet acoustics, high reliability, and top performance for digital media."

The new Seagate ST1 Series, the industry's first 1-inch hard drive to offer up to 5GB of storage, lets consumers quickly download massive

libraries of high-fidelity music to pocket players. Seagate's new and unique RunOn Technology improves the drive's performance in high-motion environments, such as when the listener is exercising while listening to music.

The Seagate ST1 Series' unique rugged design has changed the playing field for 1-inch hard drives, helping music players better withstand the abuse that hand-held devices are subject to. Seagate listened to the music player market and has reinvented the 1-inch hard drive to provide the best combination of performance, reliability, battery life and cost.

Citation: New Mini MP3 Player with 5GB 1-inch Seagate Hard Drive (2004, September 2) retrieved 26 April 2024 from <https://phys.org/news/2004-09-mini-mp3-player-5gb-inch.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.