

Samsung First to Market with Serial ATA II Hard Disk Drives

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Samsung Electronics Ltd. introduces the world's first Serial ATA II hard drives that are currently shipping and available to consumers. Samsung offers a complete family of Serial ATA II hard drives featuring an 80GB platter including its new 80GB HD080HJ (\$93 estimated street price), 120GB HD120IJ (\$120) and 160GB HD160JJ (\$150).

Samsung's new Serial ATA II hard drives support native 3.0GB per second (Gbps) I/O transaction capabilities in addition to Serial ATA Native Command Queuing. The 3.0 Gbps speed doubles the 1.5 Gbps data transfer rate of current Serial ATA hard drives. With an increased transfer rate, the faster the speed of the PC.

"Samsung prides itself being on the forefront of cutting-edge technologies and the ability bring to market these technologies at super-accelerated speeds," states Albert Kim, National Sales Manager, Storage Systems for Samsung SSI. "Samsung's new line up of Serial ATA II hard drives showcases its commitment to offering its customers the most high-end products available today and gives enterprise, PC and entertainment consumers alike the opportunity to experience the power of this global giant firsthand."

Samsung's new Serial ATA II hard drives are ideal solutions for today's demanding enterprise applications. Serial ATA II hard drives offer several benefits over classic parallel ATA drives. Serial ATA technology allows for an unlimited number of hard drives with a system. Once a hard drive has reached its maximum capacity, users no longer need to go through the hassle and aggravation of replacing the drive with a larger

capacity unit. Serial ATA allows for the "daisy chaining" of drives via sleek and slim cables. This allows users to store virtually an unlimited amount of data by simply adding additional drives to their system.

With the increased data transfer rate, Samsung's Serial ATA II hard drives provide a more complete offering that enterprise solution companies are used to with traditional SCSI hard drives. At just \$130, the HD160JJ is a high-end, affordable and more economical solution for enterprise applications than current SCSI drives. In addition, Samsung's Serial ATA II drives are perfect for network and RAID systems that use multiple drives simultaneously, as well as for digital video and streaming video systems, such as on-demand movies.

Samsung's Serial ATA II drives are also terrific for high-end gaming applications. With the super-fast 3.0 Gbps data transfer rate, data can be accessed quicker and easier than ever before, eliminating "hiccups" and creating a smooth and more luxurious gaming environment.

All new Samsung Serial ATA II hard drives feature a 7,200 rpm spindle speed, an 8.9 millisecond average seek time and a 8MB cache buffer. Samsung offers the quietest drives in the industry today utilizing its patented NoiseGuard(TM) and SilentSeek(TM) cutting-edge technologies.

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