



Transforming Storage Technology

Contact IBM

Internet and e-mail:

- www.ibm.com/harddrive
- drive@us.ibm.com

IBM TECHFAX fax document service:

- 408-256-5418 (requires a touch-tone phone)
- International callers must call from a fax machine

IBM hard disk drive product information:

- 1 888-IBM-5214 (United States)
- 507-253-4110 (outside of the United States)



www.ibm.com/storage/microdrive

© International Business Machines Corporation 1998

IBM Storage Systems Division
5600 Cottle Road
San Jose, CA 95193

Produced in the United States of America
11/98
All Rights Reserved

IBM is a registered trademark of International Business Machines Corporation in the United States and/or other countries.

Other company, product and service names may be trademarks or service marks of others.

Product description data represents design objectives and is provided for comparative purposes; actual results may vary depending on a variety of factors. Product claims are true as of the date of the first printing. This product data does not constitute a warranty. Questions regarding IBM warranty terms or the methodology used to derive this data should be referred to an IBM representative. Data subject to change without notice.

References in this publication to IBM products, programs, or services do not imply that IBM intends to make them available in all countries in which IBM operates.



G522-2498-00



M I C R O D R I V E T E C H N O L O G Y

Innovation

Imagine the Power

of having a single miniature hard disk drive that would let you record short video clips



or shoot hundreds of high-resolution still photos with the same digital camera. Imagine if this camera had enough capacity on one tiny microdrive to let you store your images and the software you need to color correct and transmit your best shots to your editor in time to make the cover of the late edition.



The Capacity to transform

the performance and design of portable electronic products.

Now, from the leader in high-density storage solutions comes the smallest, lightest, hard disk drive in the world. The new 340 MB microdrive from IBM has the capacity to transform the storage and performance of today's portable electronic devices—and the ability to revolutionize the design and function of tomorrow's handheld products.

Introducing the new 340 MB Microdrive.



For a world on the move, portable electronic products such as handheld PCs and personal digital assistants (PDAs) have changed from novelty to necessity. And consumer interest in handheld electronic products such as multimedia

The **Mobility** to go anywhere or do anything.

games, sophisticated global positioning receivers, digital still cameras and digital phones is growing as well.

As the demand for small-scale, fully-functional, portable electronic products increases in intensity, so does the demand for greater storage capacity and improved performance. But until now, capacity and performance have been limited by Personal Computer Memory Card International Association (PCMCIA) technology and compact flash memory cards.

With its tiny one-inch form factor weighing about 17 grams, the 340 MB microdrive will have the capacity and the portability to move this fast-growing industry into the future.



As a result of industry-wide participation in setting new CF Type II specifications, CompactFlash technology is rapidly gaining momentum as the single-most accepted standard for handheld devices. The microdrive is designed to this standard, allowing plug-in compatibility with new portable electronic devices. By simply using an adapter, the microdrive works in devices with PC card slots.

With its wide-ranging compatibility, the 340 MB microdrive will be able to offer portable electronic device users a significant increase in storage capacity at a lower cost per megabyte than most other compact flash storage options. Rather than using multiple compact flash cards to store data and images, users get the convenience of being able to store more on a single drive at an affordable price.

The **Compatibility** to integrate with many handheld devices.

The
Creativity
to design
high-performance
products you've only imagined.

With the consumer thirst for handheld electronic devices growing, the microdrive will allow manufacturers to create visionary new products—from PC-quality electronic gaming devices to handheld products that combine functionalities—that have existed only in the imagination.

With its unequaled storage capacity in a one-inch form factor and superior read/write performance, the new 340 MB microdrive from IBM is a breakthrough product that will put the power of digital technology in the palm of your hand.



Actual size.

The new microdrive delivers high-capacity in the world's smallest, lightest hard disk drive.

Imagine the Freedom

of a technology that has the storage capacity and performance capability to turn your cell phone into a digital global positioning system that would display photos and maps of anywhere in the world you choose—



and then let you call for reservations once you decide where you want to go. Imagine this same device could become a digital camera so you could take photos of all the places you've been.



The Quality and reliability you expect from IBM.

The one-inch microdrive is an evolution of the technology that has made IBM a leader in high-density storage solutions. Like all IBM products, the microdrive will meet the reliability and quality standards our customers expect and will

be backed by a highly responsive customer service program.

To learn more about the new microdrive, visit our Web site at www.ibm.com/storage/microdrive.