

Press Information

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Philips targets pro and consumer users with USB flash drive range and hard disk drives

IFA 2005, Berlin, Germany – Philips is to apply its long heritage in reliable and easy-to-use digital storage solutions by introducing a comprehensive range of USB flash memory and external hard disk drives designed to enable computer users to store, share and protect their data with total data safety and integrity.

Philips is the first major consumer electronics company to introduce a complete product line of portable USB storage solutions, targeting professionals and consumers alike with a range of flash and hard disk drives, which are both Windows® and Mac®-compatible.

Mobile executives are increasingly making use of add-on memory solutions to provide vital data backup or convenient portable platforms for transferring or transporting content, such as reports and ever-more sophisticated multimedia business presentations. Likewise, as more consumers require additional storage to fit their 'digital lifestyle' computing needs, such as digital audio libraries, home video projects, photography and even home music recording.

USB Flash Drive Range

Philips new range of four USB Flash Drives offers a comprehensive choice of memory options - 256Mb, 512Mb, 1Gb and 2Gb – coupled with an ultra-compact size, and a number of convenient features, such as integrated cover caps for the USB connector that can never be mislaid. The 1Gb and 2Gb models (type nos. FM01FD11A and FM02FD11A) are also supplied with a additional neck strap/key ring combination for safe and convenient portability, as well as a 90cm USB extension cable.

The drives all feature hi-speed USB 2.0 data transfer and are compatible with Windows (XP, 2000, ME and 98SE with driver), Mac (OS 9 or higher) and Linux (2.4.0 or later) operating systems. All four flash drives are supplied with CoSoSys *Carry It Easy*™ software utility, which provides a number of convenient features including a portable version of Microsoft® *Outlook Express* for storing e-mails to be retrieved and read offline. *Carry It Easy* also provides the ability to synchronise Windows® My Documents files and even *Internet Explorer* and *Firefox*™ bookmarks, so they can be accessed from any computer. To protect sensitive data, users can also create a password-protected partition on the drives.

Hard Disk Drives

The explosion of digital content use in both the professional and consumer domains – partly fuelled by broadband Internet access – has created a greater need for business and home computer users alike to make use of large capacity external storage devices.

To address this trend, Philips is introducing six portable external USB 2.0 hard disk drives, with a choice of 6Gb, 40Gb, 80Gb, 160Gb and two 250Gb models in three levels of featuring, size and design – all designed to store digital data easily, securely and reliably.

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2/...Philips range of USB flash and hard disk drives - continued

The smallest drive in Philips new range of USB hard disk drives is the tiny SPD5400, which provides users with a great combination of durable construction and the ability to store up 6Gb of data quickly and conveniently – all in a pocket-sized unit based on a one-inch hard disk.

With unique rubber shock protection strips on all edges, scratch-proof aluminum casing and integrated shock-absorbing drive suspension, the 5400 is the toughest and smallest add-on hard disk available. USB bus-powered, the drive can be easily connected to a desktop or laptop computer via an innovative ‘flip-open’ USB connector with 180-degree rotation for total flexibility and a drag-and-drop data transfer speed of 10Mb/s for quick and convenient usage.

For business or home users requiring a lot of storage capacity, but the same durable design features and portability as the Philips SPD5400CC USB hard disk drive, the wallet-sized SPD52000CC and SPD52100CC models offers PC or Mac users a choice of 40Gb or 80Gb storage, 32 MB/s drag-and-drop data transfer and a drive speed of 5400 rpm.

The 5200 and 52100 drives are the ideal large capacity add-on storage solutions for road warriors: both are USB bus-powered and are supplied with a USB cable which can be neatly stored in a cable management groove running around the edge of the drive casing. Nero™ *EasySync* software ensures that files stored on a computer and the drive can be automatically synchronized, and the synchronization process is easily and quickly instigated by pressing the drives’ One Click Sync button.

Content like digital home video, audio files and photographs can take up an enormous amount of storage space on a computer, and if the computer malfunctions, projects and precious memories can be easily lost. The 160Gb storage capacity of the Philips SPD5100 external hard disk drive, or the 250Gb capacity of the SPD5110 and 5115 models provides a reliable and reassuringly effective choice of storage facilities for back-up or data archiving.

The largest of three sizes of external hard disk drives, the 51000, 51100 and 51500 models, are built into a robust aluminum casing. The smart One Click Backup button backs up the most recent files on the drives, with Nero’s *BackItUp* software ensuring that archiving is carried out thoroughly, and *EasySync* takes care of file synchronisation. A smart safe shutdown button ensures that data (which can be password-encrypted) is secure before the drive shuts down.

With the 51000, 51100 and 51500 drives running at 7200rpm and with drag-and-drop data transfer speed of 36 Mb/s, users can access data with the minimum of fuss. All three drives connect to a PC or Mac easily via USB 2.0, with the 5115 offering the additional facility of two FireWire® 400 connections. With two FireWire sockets, the SPD51500 can be daisy-chained to other drives.

Philips will ship the entire range of USB hard disk drives bundled with *Copernic Desktop Search*™, an award winning search tool which uses techniques as internet search engines to easily and quickly locate pictures, music and videos on a hard disk within seconds.

Philips will commence the introduction of its range of four USB Flash Drives and six Hard Disk Drives between September and October 2005. For details of local pricing and availability, journalists are advised to contact their local Philips media relations office.

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3/...Philips range of USB flash and hard disk drives - continued

Copernic Desktop Search requires Microsoft® Windows 98/Me/NT/2000/XP, and Internet Explorer 5.0 or later.

To index e-mail/contacts: Outlook Express 5.x/6.x, Outlook 2000/XP/2003, Windows Address Book, Mozilla Thunderbird 1.0 or later

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.3 billion in 2004.

With activities in the three interlocking domains of healthcare, lifestyle and technology and 159,700 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at www.philips.com/newscenter.