WD Introduces the 4th Generation WD Caviar Green Line of Products

Cooler, Quieter and Eco Friendlier Drive

Sydney, Australia: September 8, 2010 WD today introduced the 4th generation of WD Caviar Green hard drives. The 3-platter, 667 GB/platter WD Caviar Green hard drives are available in 1.5 TB and 2 TB capacities. The new WD Caviar Green 2 TB offers lower power consumption than the 2 TB drives currently available in the market.Product features:Highest areal density in the industry at 667 GB/platter 64 MB cache Best in class power - lowest watts per TB in the industry WD GreenPower Technology Incorporates advanced/automatic power management Low acoustics Advanced Format Technology - 512 Byte Emulated Device 100% Halogen FreeThe WD Caviar Green SATA hard drives reduce power consumption by up to 40% and offer best-in-class acoustics and operating temperature. Based on WD's exclusive GreenPower technology, these drives are designed to deliver power savings as the primary attribute. As hard drive capacities increase, the power required to run those drives increases as well. WD Caviar Green drives make it possible for energy-conscious customers to build systems with higher capacities and the right balance of system performance, ensured reliability, and energy conservation. They are ideal for PCs, external storage and other devices that require lower power consumption and cool, quiet operation.
Pricing and Availability Manufacturer: Western DigitalProduct Name: WD Caviar Green RRP:AU: 20EARS AU$139, 10EARS AU$79NZ: 20EARS NZ$119, 10EARS NZ$199Website: www.wdc.com/en/Warranty: Three-year limited warrantyAustralian Distributors: Achieva Australia, Synnex AustraliaNew Zealand Distributors: Ingram Micro NZ, Synnex NZ, VSTAvailability: Now About WDWD, one of the storage industry's pioneers and long-time leaders, provides products and services for people and organizations that collect, manage and use digital information. The company designs and produces reliable, high-performance hard drives and solid state drives that keep users' data accessible and secure from loss. Its advanced technologies are configured into applications for client and enterprise computing, embedded systems, and consumer electronics, as well as its own consumer storage and media products. WD was founded in 1970. The company's storage products are marketed to leading OEMs, systems manufacturers, selected resellers and retailers under the Western Digital and WD brand names. Visit the Investor section of the company's Web site (www.westerndigital.com) to access a variety of financial and investor information. Media ContactGap Marketing and Management Pty LtdWebsite: www.gapmarketing.com.au

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