



## **LaCie Ultra Mobile Hard Drive Accelerates to 100GB and New Dual Interface**

*Today LaCie announces a boost in capacity of its Mobile Hard Drive Designed by FA Porsche to 100GB with improved 7200rpm speeds and dual FireWire and USB 2.0 interfaces for use on both Mac and PCs. This ultra portable drive weighs less than a deck of cards and is just as small for easy transport.*

([PRWEB](#)) September 15, 2004 -- PORTLAND,OR,(PRWEB)September 15 2004 Â LaCie boosts capacity of its Mobile Hard Drive, Design by FA Porsche, to 100 gigabytes and now includes both FireWire and Hi-Speed USB 2.0 interfaces for easy data transfers between computers. This ultra-portable drive weighs less than a deck of cards and can be tucked into a shirt pocket for easy transport. Select models with fast 7200rpm speeds are ideal for editing video and audio projects when away from a normal workstation.

Â The LaCie Mobile Hard Drive is designed for ultimate portability with drive speed options to fit any need,Â says Olivier Mirloup, LaCie Senior Product Manager. Â My 100GB LaCie Mobile Hard Drive is enough to completely back up my internal laptop drive, archive my personal song collection, view all my family photo albums, store and play several MPEG movies, and easily access client presentations while traveling.Â

### **Versatile Storage Solution**

LaCie's Mobile Hard Drive can be used to back up important files while on the road, share information with clients and friends, and simply shuttle data from one location to another. No driver or software installation is required for those running Mac OS X and Windows XP/2000, offering true plug-and-play convenience. LaCie Mobile Hard Drives are bus-powered for people using standard FireWire or USB-equipped computers, meaning no extra AC adapter to carry on the road\*.

### **Striking Design in Lightweight Case**

Weighing just a little more than seven ounces, this lightweight drive neatly fits in any travel bag or jacket pocket providing flexibility to work comfortably at home or away. LaCie Mobile Hard Drives are built to withstand life on the go with durable casing and a striking look created by Porsche Design GmbH. Rubber feet underneath prevent the drive from slipping off a desk and plane or train tabletops, and a sturdy metal plate aids in heat dissipation to help prolong the life of the drive.

### **Availability**

LaCie Mobile Hard Drives will ship September 2004 with prices beginning at \$159. Drives ship with all necessary cables including FireWire (6-to-6 pin), Hi-Speed USB 2.0, and a USB power-sharing cable. SilverKeeper and Silverlining included for Mac OS X/9.x users, and Silverlining 98 for Windows 98/SE/ME users. FireWire- or USB-only versions still available.

SKU 300764 - 40GB 4200rpm 2MB buffer USB+FIREWIRE - \$159

SKU 300763 - 60GB 4200rpm 8MB buffer USB+FIREWIRE - \$199

SKU 300762 - 60GB 7200rpm 8MB buffer USB+FIREWIRE - \$299

SKU 300766 - 80GB 4200rpm 8MB buffer USB+FIREWIRE - \$259

SKU 300765 - 80GB 5400rpm 8MB buffer USB+FIREWIRE - \$299

SKU 300767 - 100GB 4200rpm 8MB buffer USB+FIREWIRE - \$369



#### About Porsche Design GmbH

The agency is known for creating striking designs for objects as various as motorcycles, cameras, lamps, sunglasses, furniture, street lighting and tramways. Porsche Design evokes a style based on purity, simplicity and elegance, the subtle balance of function and form. [www.porsche-design.com](http://www.porsche-design.com)

#### About LaCie

Established in the United States, Europe and Japan, LaCie is the world's leading producer of PC and Macintosh compatible storage peripherals. Through a specialized sales dealer network, LaCie offers innovative solutions for creative professionals in multimedia applications (graphics, audio, video, web design and digital photography). What differentiates LaCie is the design of its products and original creations by designers such as Philippe Starck, Porsche Design GmbH and Neil Poulton. LaCie is listed on the Paris Nouveau Marché (code 5431). [www.lacie.com](http://www.lacie.com)

#### Contact LaCie

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\* Bus-power works on desktop computers equipped with native FireWire or USB ports. Laptops or computers with low-powered or no-powered hubs or cards may require optional AC adapter.

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