



LaCie Races Ahead with New Line of Hard Drives, Design by F.A. Porsche.

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PORTLAND, OR ([PRWEB](#)) September 4, 2003 - LaCie, a leading producer of state-of-the-art storage devices, announced today it will be shipping its newest line-up of hard drives designed by the famous team at Porsche Design GmbH beginning in September. Combining their years of experience, LaCie and Porsche Design are offering users external storage devices that feature modern style and superior performance.

With prices beginning at only \$99 dollars, the LaCie Hard Drive gives desktop users room to store up to 250GB of valuable data. Available with Hi-Speed USB 2.0 or FireWire® interface makes switching between a PC or Mac effortless. Boasting fast data transfer rates (up to 480Mbps/s using Hi-Speed USB 2.0 connection) and up to 7200 rpm fast 3.5" disks, the LaCie Hard Drive is perfect for the vast amount of data utilized by digital technologies, such as digital photos, music editing or archiving home videos.

Users will also enjoy the drives capability to backup or exchange large files without disrupting network traffic or blocking email boxes. A sturdy bottom steel-plate improves heat dissipation, prolonging the life of the drive and requiring no fan for silent operation.

Powerful and easy-to-use, LaCie Hard Drives are a fast and simple way to upgrade your personal computer, said Olivier Mirloup, LaCie senior product manager. These compact and lightweight hard drives also gives users the flexibility to easily move data between computers.

Availability

The LaCie Hard Drive range will be available beginning in September through LaCie authorized resellers, specialist stores and mail order partners, with suggested retail prices of: prices are subject to change.

40GB Hi-Speed USB 2.0 Desktop 5400 rpm Hard Drive: \$99
80GB Hi-Speed USB 2.0 Desktop 7200 rpm Hard Drive: \$149
160GB Hi-Speed USB 2.0 Desktop 7200 rpm Hard Drive: \$199

80GB FireWire Desktop 7200 rpm Hard Drive: \$159
160GB FireWire Desktop 7200 rpm Hard Drive: \$199
250GB FireWire Desktop 7200 rpm Hard Drive: \$299

Easy-to-use, our drives do not require drivers for Windows XP or Mac OS X users. LaCie's Hard Drives come complete with a power supply and adapter cable, as well as either a Hi-Speed USB 2.0 (backwards compatible with USB 1.1) or FireWire 6-pin to 6-pin cable. All drives ship with LaCie's Storage Utilities for Windows 98SE, 2000, Me or Mac OS 9, X and LaCie's Silverkeeper, easy backup software for Macintosh computers and are also compatible with Windows native backup utilities.

Optional iLink cable, FireWire or Hi-Speed USB 2.0 host-adapters sold separately.

Contact information



For further information, please contact Rebecca Dietz, LaCie PR Specialist, at 503-844-4500, or via e-mail at rdietz@lacie.com.

About Porsche Design GmbH

Founded in 1972, 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.

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).

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Lacie

<http://www.lacie.com>

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