



G-Technology
by Hitachi

For more information contact:

Erin Hartin

Hitachi Global Storage Technologies
303-284-7790 (w) or 303-601-8035 (m)
erin.hartin@hitachigst.com

G-TECHNOLOGY BY HITACHI DRIVES CREATIVITY AT NAB 2010

Company Introduces Two New Fast and Affordable G-SPEED Storage Solutions, and Hosts Live Entertainment and Giveaways – All to Celebrate and Unleash Creativity for Aspiring and Professional Content Creators

2010 NAB, April 12, 2010, Las Vegas (Booth #SL5029) – Whether you have an established post production house, or you're an aspiring college student looking to start a career, [G-Technology™ by Hitachi](#) offers a wide variety of affordable, professional-grade external storage solutions that are made to work at the speed and pace of your creative process. At this year's NAB show, April 12-15 in Las Vegas, G-Tech is showcasing two new additions to its G-SPEED™ family – the G-SPEED Q and the G-SPEED FC XL 8Gb/s Fibre Channel solution – giving content creators, broadcasters and filmmakers more reliable, high performance storage options to get the job done effectively, efficiently and reliably.

G-SPEED Q – What the pros use, now with eSATA, FireWire 800, FireWire 400 (via cable) and USB 2.0

G-Technology is bringing the power and the speed of its popular G-SPEED eS to the mass market. Now with an internal RAID controller that sports a quad interface, G-Tech's new four-bay G-SPEED Q delivers solid, affordable RAID storage for Mac users and creative professionals. With capacities up to 8TB and speeds reaching in excess of 200MB/sec using eSATA, the G-SPEED Q easily supports SD and HD Final Cut Pro® and Adobe Premiere® compressed workflows. With its built-in RAID controller, the G-SPEED Q is not tied to a single workstation and can be easily transported and used on a laptop or desktop in the edit bay or on the road. Formatted for Macs, the compact and whisper quiet G-SPEED Q features four hot-swappable Hitachi 7200 RPM 3Gbit SATA hard drives, and can be configured in RAID 0 or 5. Available in June throughout G-Tech's network of resellers, the G-SPEED Q is \$899 MSRP for 4TB and \$1,499 MSRP for 8TB.

G-SPEED FC XL 8Gb - Now with 8Gb Fibre Channel and integrated SAS expansion capabilities

Adding to G-Tech's current line of professional 12- and 16-bay rack mount solutions, the new G-SPEED FC XL with 8Gb/s dual Fibre Channel is a simple way to deploy a fail-safe SAN or add additional high performance RAID storage to existing XSan2 / metaSAN networks. With next generation 8 Gb/s Fibre Channel, it offers throughput performance exceeding 700MB/s, easily supporting multi-stream, multi-user uncompressed SD, HD and 2K post production workflows. The G-SPEED FC XL 8Gb features the next generation Intel® RAID processor with support for RAID levels 0, 1, 3, 5, 6 and JBOD. It is available in 2U or 3U rack mountable enclosures with capacities up to 32TB and features a built-in Web GUI that monitors the status of the system, including power supply voltage, fan RPM and the temperature of the RAID controller and hard drives. Using the available SAS expansion port, the G-SPEED FC XL 8Gb is scalable up

to 256TB by attaching G-Tech's [G-SPEED eS PRO XL](#) units to the chassis. Available in May 2010, the G-SPEED 8G FC XL with 8Gb/s Fibre with SAS expansion starts at \$8,999 MSRP for a 12TB unit.

"As the preferred and trusted storage brand for Mac users, content creators and A/V pros, we strive to deliver nothing less than solutions built for the rigorous professional content creation environment, where performance and reliability are paramount," said Azmat Ali, vice president of marketing, Hitachi Global Storage Technologies. "From our G-DRIVE™ minis used for simple storage and backups and field production, to the mother ship G-SPEED FC XL for post production edits and retention of final cuts and raw content, we support virtually all levels of the content creation process. Because of the commitment and care we put into building our solutions, we are honored to be the go-to tool for storage, editing and data protection when quality, reliability and performance are not optional."

In addition to launching two new products at NAB, G-Technology is engaging and celebrating content creators large and small at NAB and online.

- **Connecting with College Students** - G-Tech and The Rainmaker Network are reaching out to college students at NAB. At the show, college students who swing by G-Tech's booth #SL5029 can learn more about post production and storage in an all-digital workflow, while receiving G-Tech discounts to products, entering raffles, and securing a free year's subscription to Rainmaker, a resource dedicated to helping students explore their career and prepare for life after college.
- **Daily Booth Raffles and Entertainment** - Celebrating content creators and the art of film, G-Tech is hosting daily booth raffles at 1 pm and at 4 pm PT Monday through Wednesday, and at 1 pm PT on Thursday, where lucky winners will receive G-Tech storage solutions. Before select drawings, mash-up mastermind Mike Relm, a supporter and user of G-Tech storage, will perform live performances that feature a series of audio mash-ups paired with video images, manipulated in real-time. Swing by the G-Tech booth #SL5029 to enter to win, and to review official sweepstakes rules.
- **Engaging our Community Online and Off** – Whether you're attending the show or viewing it online, we're bringing the NAB experience to life at www.G-Technology.com/NAB. Come visit our site for daily giveaways, special promotions, show coverage and more. Stay connected with G-Tech at NAB and beyond:

NAB Microsite: <http://www.G-Technology.com/NAB>

Facebook: [G-Technology](#)

Twitter: [@GTechbyHitachi](#)

YouTube: [GTechStorage](#)

Flickr: [G-Technology](#)

###

About Hitachi Global Storage Technologies

Hitachi Global Storage Technologies (Hitachi GST) develops advanced hard disk drives, enterprise-class solid state drives, and innovative external storage solutions and services used to store, preserve and manage the world's most valued data. Founded by the pioneers of hard drives, Hitachi GST provides high-value storage for a broad range of market segments, including Enterprise, Desktop, Mobile Computing, Consumer Electronics and Personal Storage. Hitachi GST was established in 2003 with its U.S. headquarters located in San Jose, California. For more information, please visit the company's website at <http://www.hitachigst.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

Hitachi trademarks, including G-Technology, G-SPEED and G-DRIVE are authorized for use in countries and jurisdictions in which Hitachi has the right to market the brands. Hitachi is not liable for third parties' unauthorized use of Hitachi trademarks.

All other trademarks are properties of their respective owners.