

# DROBO REDEFINES PERSONAL AND PROFESSIONAL STORAGE

New Products are Easiest, Safest, FASTEST, and (wait till you see this one), Smallest

**UNDER EMBARGO UNTIL JUNE 21, 2012**

## What are we launching?

A radically improved approach to personal and professional storage – which includes a number of industry firsts and technical breakthroughs. The new Drobos are easier to use than ever, and bring a new level of performance to the market with a unique, automated combination of disk and solid-state technologies, coupled with Thunderbolt and USB speeds. The two products being announced are the Drobo Mini and the Drobo 5D.

**Drobo Mini:** Thursday, June 21 public announcement, general availability mid-summer

- *Drobo Mini is the world's smallest, fully functional, modern data-protecting storage array*
- Portable 4-bay, direct-attached storage for professionals
- 2.5" carrierless drive bays, compact, sleek design, high performance
- Supports automated performance optimization with both hard drives and SSD technology
- MSRP \$599 without drives
- Thunderbolt and USB 3.0



**Drobo Mini (Front)**



**Drobo Mini (Interior)**



**Drobo Mini (Back)**

**Drobo 5D:** Thursday, June 21 general announcement, availability mid-summer

- Drobo 5D is the most modern, most complete storage system for creative professionals and individuals. The 5D combines a unique blend of the most advanced storage technologies with unrivaled ease-of-use in a very expandable desktop system.
- 5-bay, direct-attached storage for professionals (Thunderbolt and USB 3.0)
- 5-bay handling high capacity 3.5" drives, along with automated support of SSD technology
- MSRP starting at \$799 without drives, up to 16TB protected data
- Huge performance increase of 3x-6x over current models



**Drobo 5D (Front)**



**Drobo 5D (Back)**

## Who's it for?

### 1. Creative professionals (videographers, photographers)

- Mini allows Drobo to add value to a greater percentage of workflow
  - Replaces multiple external drives and/or compact flash RAID for protected storage on location to greatly simplify storage workflow
- 5D is “stay at home” workhorse for editing, backup, and archive
- Need super high performance which Drobo now delivers
- Heavy use of Adobe and Apple applications (Final Cut Pro, Photoshop, After Effects, etc.)

### 2. Mobile professionals

- Power user who travels extensively with external drive(s)
- Tends to be an early adopter; buys based on want as opposed to need; not price sensitive
- Likely uses sleek laptop (Macbook Air and/or PC-based ultra book) in addition to tablet
- Wants to leverage Thunderbolt and/or USB 3.0 connectivity on laptop

### 3. SMB/SOHO

- Sneakernet backup
- Dual-drive protected storage in an easy-to-sue sub-\$1K solution
- Connected home pros, who want remote access by multiple users to files stores on device
- Centralized backup for all computers in SMB/SOHO

## What's better/different?

Shared benefits:

- **Industry-first** hybrid-like storage characteristics--utilizing the capacity benefits of hard disk drives (HDDs) in combination with the **performance benefits of SSDs** with automated tiering
- **Connectivity:** Thunderbolt to connect to brand new Thunderbolt computers for high performance **AND** USB 3.0 for every other computer you're ever owned; you get both, don't have to choose
- **BeyondRAID**, Drobo's core technology which automatically provides sophisticated data protection and unrivaled ease-of-use
- **Ease-of-use:** As with all Drobos, traffic light operation, capacity indicator, etc.
- All user data is **fully protected**, big batteries, enterprise-class protection of user data, more reliable than other products in this category
- **User-driven industrial design:** desktop-quiet, compact form factor, sleeker, magnetic face plate, accessories
- **New everything:** smaller, sleeker, more technology, integrated

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