




# **BLACK** T H E P O W E R O F S P E E D

# WD Line-up of 2.5" Solid State Hybrid Drive

Standard 9.5mm	Slim 7mm	Ultra-Slim 5mm
1TB / 750GB 	500GB 	500GB 

# The Power of Speed

## WD 2.5" 9.5mm SSHD



## At-A-Glance

- Brand WD Black
- Category SSHD
- Form factor 2.5" 9.5mm
- Product name ML500Mh-1 3Gbs
- Model number WD10J13T-22C9UTx

## Basic Specifications

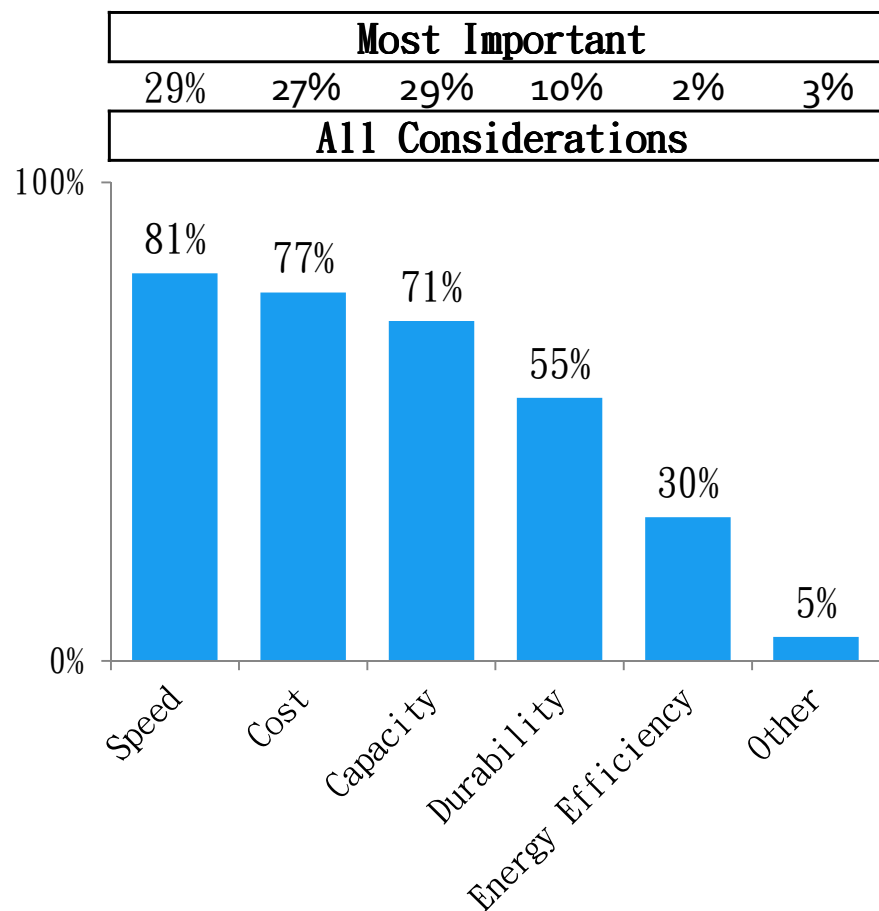
- Capacity 1TB
- NAND size 24GB
- Connector Legacy SATA
- Weight 115 g

# What Storage Attributes Do Consumers Want?

## WD Survey Says...

- Interviews were conducted between 12/26/2012 and 12/28/2012
- 600 nationwide interviews were conducted online using an e-panel
- Respondents were men and women (18+) who had either:
  - Purchased a laptop, netbook or Ultrabook in the past 2 years, or
  - Planned to purchase one in the next year

## Speed, Cost and Capacity



# WD SSHD Provides What Customers Want

## Capacity



SSHD



## Speed



# SSHD Offers The Best of Both Worlds

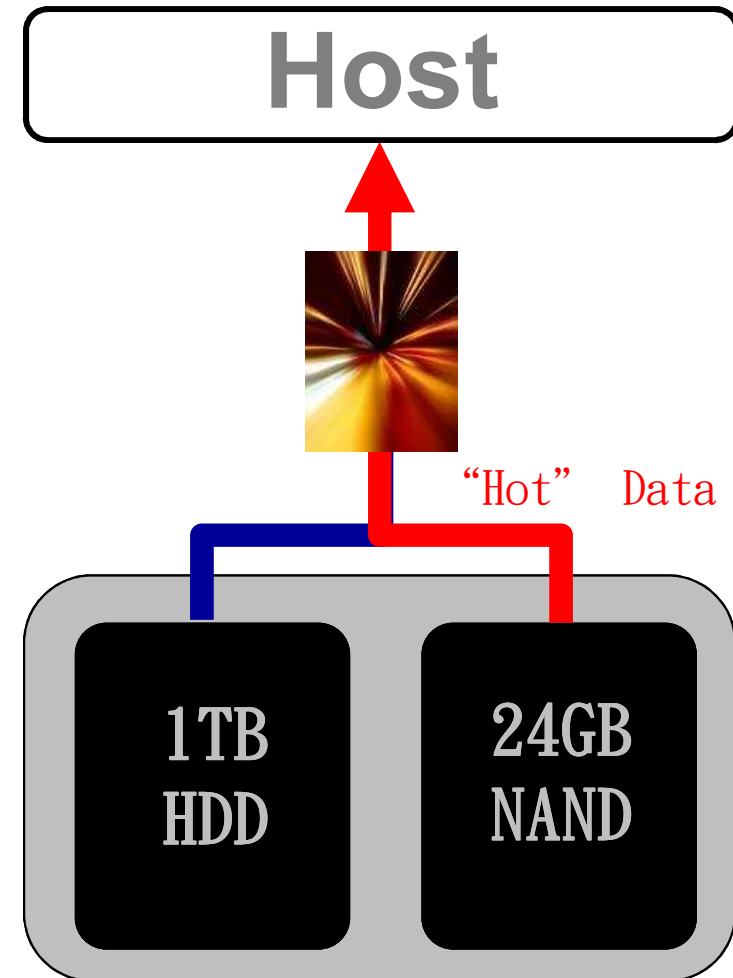
- NAND flash and hard disk drives are complementary technologies
- Marketing dual drive configuration to consumers is difficult
  - Retailer has to explain both the HDD capacity and the NAND capacity. Users “think” the SSD is not big enough
- SSHD eliminates consumer confusion



# Performance Boost With WD SSHD

## WB Boost Technology

- WD Boost technology monitors and analyzes user's data usage pattern
- Frequently accessed ("hot") data will be cached on the NAND
- Drive performance will be boosted when data is being serviced from the NAND
- The net result – user experiences blazing fast response



# Thank You