

Seagate introduces personal network storage

Key Points :

- Seagate introduced its DAVE technology that combines an external storage device with its own power source and a wireless networking capability
- The DAVE technology provides a personal network storage solution (PAN) for mobile devices
- The initial DAVE product uses a 1-inch disk drive to provide a very small form factor mobile storage device with storage capacities up to 20 GB
- Seagate has made multiple announcements with customers and silicon partners around this technology

Article:

D.A.V.E. stands for Digital Audio Video Experience and it was announced by Seagate at the recently completed 3GSM conference in Barcelona, Spain as well as earlier at DEMO 07. DAVE is designed to store, play and share digital files on mobile phones, PCs and other wireless enabled devices. DAVE uses 1-inch disk drives with storage capacity of 10 or 20 GB (1 or two surfaces of the 1-inch disk) in a package that has the length and width dimensions of a credit card although it is about 1 cm thick. The package weighs 2.5 ounces. The device uses Seagate's Storage Management Module power-saving technology that was announced at the 2007 CES and allows the included lithium ion battery to deliver up to 10 hours of media-streaming and up to 14 days of standby power.

DAVE offers both Bluetooth and WiFi connection to other devices. The WiFi connection can function up to 30 feet from the device so DAVE can be located in a purse, a briefcase, a pocket or some other location in the local vicinity of the device that is accessing the content. By providing wireless network storage that a person can carry with them DAVE represents a PAN (Personal Area Network) network storage device. Such a device offers significant storage close to but not in the phone. By separating the content storage from a phone or other mobile device DAVE reduces the power requirements for a phone as well as making the physical design of the phone or other mobile device independent of the dimensions and weight of the hard drive storage device.

Downloading or side-loading content into the DAVE mass storage device from computers or other devices will be easy. And DAVE offers many advantages for mobile device users. These include:

- Greater ease in upgrading frequently changing devices such as mobile phones
- Turning a mobile phone or other mobile device into a digital video recorder and carry large amounts of video, audio, GPS and other personal and business data for use on the go.

- Enabling life-blogging for social networking applications, digital still and video photography and other personal content that will require very large amounts of storage that must be captured and transferred to external devices

The DAVE mobile wireless storage device opens up a wider potential market for hard drives associated with cell phones and other mobile consumer electronic products. Although offering up to 20 GB this year such devices could offer storage capacities that should exceed 70 GB and could be as high as 100 GB by 2010, exceeding what storage capacities are available at competitive prices from flash-based storage devices. The open API platform and partnerships with electronic component suppliers such as Texas Instruments, ST Microelectronics and Marvell should help make this a valuable new mobile storage product category that becomes a design option for an add on product for cell phones and other consumer electronic devices.