PRESS RELEASE - IBC 2012

Booth 7.B40
Hall 7

For Immediate Release
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SUMMARY

Placentia, California, September 7, 2012 - CalDigit is excited to introduce, the AV Pro, a new single drive solution for the content creation industry at IBC 2012. The AV Pro provides unparalleled functionality, and performance in a sleek aluminum design, with removable drive functionality, allowing for expansion, upgradability and support for SSDs as well as regular HDDs. Whether your using the AV Pro in a studio, or in the field, the AV Pro has you covered, with capacities up to 4TB. For the first time in Europe, CalDigit will be showing off two of their Thunderbolt™ storage solutions at IBC 2012. The CalDigit T1 is the world's first removable single drive Thunderbolt™ storage solution, with two Thunderbolt™ ports, perfect for audio/visual professionals seeking a sleek, fast, and portable storage unit. Second, CalDigit's T2 is an extremely fast two-bay drive, with 2 Thunderbolt™ ports, and removable drive design, perfect for RAID 0,1 and JBOD configurations. The AV Pro, T1, and T2 drive modules are also interchangeable, and all units are capable of handling 2.5" SSD's and 3.5" HDDs.

IMAGES
http://www.CalDigit.com/ImageBank.asp
VIDEOS
http://www.youtube.com/user/caldigitstorage

CalDigit AV Pro - Fastest Single Drive Solution with unmatched Flexibility.

CalDigit is proud to introduce what we believe to be one of the most unique single drive solutions on the market - the CalDigit AV Pro. When you purchase an AV Pro you are no longer tied down to the storage capacity that you bought. The hot swappable drive module on the front of the unit allows users to take out the drive, and add a new one. This is perfect for people who need to move a vast amount of data across edit suites - they can take one drive module out of an AV Pro, and put it into another AV Pro in a different location, and access the data on the drive. Other single drive solutions on the market do not have this functionality, which is why the AV Pro can expand as the storage demands of your projects increase.

What is most impressive about the AV Pro is that it can accept not only regular 3.5" HDDs, but also the much faster, more secure 2.5" SSDs. When it comes to storage capacity, the AV Pro can store a huge amount of data for such a small device. With a regular 3.5" HDD installed the AV Pro can store up to 4TB of data, and with an SSD installed it will be available in capacities up to 480GB. As well as all this the AV Pro can be bus-powered when used with 2.5" SSDs - perfect for use on location to backup valuable data without the need for a power source.

The CalDigit AV Pro features an exciting new transfer protocol called UASP. This SCSI Protocol allows for simultaneous commands at the same time which maximizes bandwidth utilization. In the past transfers using the BOT Protocol only allowed a single command at a time, but now the AV Pro's UASP Protocol allows for simultaneous commands, meaning faster transfer speeds, and lower CPU utilization.
With an SSD installed the AV Pro can reach read and write speeds of up to 430 MB/s.

CalDigit T1 & CalDigit T2 THUNDERBOLT™ SERIES.

CalDigit is excited to showcase, for the first time in Europe at IBC 2012, two of their new professional grade Thunderbolt™ storage solutions designed for creative professionals who are seeking fast, and secure storage.

The CalDigit T1 offers a fast and simple solution. Users have the option of choosing between a 2.5" SSD drive for even faster speeds or standard 3.5" HDDs for a larger capacity at a lower price.

The CalDigit T1 can reach speeds of up to 470 MB/s with an SSD installed, and up to 170 MB/s with a regular 3.5" HDD.

CalDigit's T2 is an extremely fast 2 drive Thunderbolt™ solution supporting RAID 0, 1 and JBOD. Equipped with 2 Thunderbolt™ ports, the CalDigit T2 offers unmatched performance, and protection for any project. Similar to the CalDigit T1, the CalDigit T2 offers users the option of even more performance with support for a 2.5" SSD drive or the standard 3.5" HHD for already unbeatable Thunderbolt™ speeds.

The CalDigit T2 can reach speeds of up to 630 MB/s with SSD drives installed, and up to 330 MB/s with 3.5" HDDs.

The T1 & T2 also include an iOS App, and MAC OS App to monitor the drives.

Come check out the AV Pro, T1 and T2 in action at IBC 2012, Amsterdam, at our booth, 7.B40, as well as the AJA, Matrox, and Adobe booths.

Price and Availability
CalDigit AV Pro, T1 and T2 Thunderbolt series will be available soon through CalDigit Certified Dealers worldwide and on the CalDigit online stores. Please visit www.caldigit.com for more information.

About CalDigit (www.caldigit.com)

California, the forefront of digital content creation and pioneering computer technology, became the inspiration for the development of CalDigit. People from all walks of life now store the most important aspects of their lives digitally, whether they are an editing professional, videographer, or just a casual user. Living in a digital age with an ever growing need for reliable data storage, CalDigit strives to create the best, external storage devices in the industry. Our goal is to provide professional grade products to all, because everyone's data is equally important. All CalDigit products are assembled and tested at the company headquarters in Orange County, California.

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