FREECOM INTRODUCES MOBILE HARD DRIVE DESIGNED FOR RECORDING TV PROGRAMMES

'Mobile Drive Sq TV' offers additional storage to expand your TV library

Freecom, a Mitsubishi Kagaku Media company and award-winning manufacturer of external hard drives and portable storage devices, has launched Mobile Drive Sq TV – an external hard drive dedicated to recording TV programmes via USB. The compact 2.5" SATA Mobile Drive Sq TV comes with a specially designed cradle so it can be easily mounted to the back of a TV and connected to the USB port.

The significant growth (19%*) of Smart TVs signals good news for 'USB recording'. Many mid-range TVs are already equipped with one or more USB ports and consumers have steadily grown accustomed to playing back photos and movies from a hard drive or USB stick connected to a TV. The addition of USB recording on the latest top-range Smart TVs allows the Mobile Drive Sq TV to record and store TV programmes traditionally done using a DVR (such as a set-top box with a hard disk) or DVD recorder, expanding recording capacity in the process.

USB
REC PLAY
SUPPORTS USB RECORDING / PLAYBACK

The high-quality Mobile Drive Sq TV, available in 500GB and 1TB storage capacities, is powered by using the USB port on the TV or DVR meaning no extra power adapter is required.

"The Mobile Drive Sq TV is an attractive, cost-effective and reliable hard drive solution which frees up space next to a TV usually set aside for a DVR and offer a solution to the limited capacity offered by DVRs and DVD recorders," explains Cas de Heus, Marketing Communications Manager EUMEA at Freecom. "The high-quality design reflects the innovative approach to product development for which Freecom has become synonymous."

Equally, the lightweight drive can be used instead to store, share or backup data and software on computers or PC networks. With a USB 3.0 connection (which also connects to USB 2.0 ports), data can be transferred at typical speeds of approximately 130 megabytes per second. The high-quality hard drive comes complete with Nero backup software for Microsoft Windows and an energy-saving function to ensure the hard drive switches to standby mode when not in operation.

The Mobile Drive Sq TV was designed in collaboration with acclaimed industrial designer Arman Emami, has already won many international awards for its stylish design in 2012 including the iF Design Award, Universal Design Award and The Red Dot Design Award. Beyond its attractive flowing lines, rounded edges and square form factor, the Mobile Drive Sq's enclosure cover is made from sandblasted stainless steel to make it less susceptible to scratches and fingerprint marks.

reddot design award winner 2012

product design award 2012 GOLD

Pricing and availability

The Freecom Mobile Drive Sq TV is available immediately in 500GB and 1TB capacities. The RRP is €99 and €139 respectively. Freecom offers a two-year warranty and unlimited helpdesk support with this product.

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Notes to editors:

1.) The Smart TV market is set to grow 19% within a few years, according to 2010 research published by MarketsandMarkets. Around 64 million Smart TVs were sold last year and by 2016 this figure is expected to surpass 153 million.

2.) The Mobile Drive Sq TV is available in two variants. The slimline model measures just 12cm square in width and height and 1.05cm in depth so it can easily slip inside its specially designed cradle fitted neatly behind a TV.

3.) All external USB hard drives needs to be formatted by a Smart TV, meaning that all current data (if any) on the hard drive will be deleted. Most TVs will recognise that there is a USB hard drive connected to it and will prompt users to format it automatically. The hard drive will be formatted in a proprietary format and will be linked to this particular TV. Users, therefore, cannot record a TV program on one TV, disconnect the hard drive and try to watch the programme on another TV or on a computer. Most TV's currently allow a maximum of eight different USB hard drives to be initialised on that particular TV set.

Pictures can be found at:

http://download.publitek.com/VER32MobileDriveSqTV.zip

TV Compatibility list with Freecom Mobile Drives can be found at:

http://download.publitek.com/VER32TVCompatibilityList.xls

About Freecom

Freecom is part of the Mitsubishi Chemical Holdings Group. Founded in 1989, Freecom designs, manufacturers and markets innovative desktop and mobile HDD storage solutions, network attached storage devices, flash drives, DVD burners, Professional RDX & tape drives and services. Freecom serves both PC and Mac users. Established in Germany, Freecom is headquartered in the Netherlands, with offices in Austria, Belgium, France, Germany, Hong Kong, Italy, Japan, Spain, Sweden, Switzerland, Taiwan and United Kingdom. For more information, visit Freecom's website at www.freecom.com and select the country of your location.

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