Iomega® eGo™ BlackBelt Portable Hard Drive, SuperSpeed USB 3.0, 500GB

Description

Short – Kick your digital storage up a notch with the new SuperSpeed USB 3.0 Iomega® eGo™ BlackBelt Portable Hard Drive! Save files faster, plus the Iomega Drop Guard ™Xtreme feature provides unparalleled ruggedness. Available in black (500GB capacity) with included Power Grip Band.

Long - Kick your digital storage up a notch with the new, SuperSpeed USB 3.0 Iomega® eGo™ BlackBelt Portable Hard Drive! Save files up to 10 times faster than USB 2.0. The Iomega Drop Guard™ Xtreme feature provides unparalleled ruggedness and helps protect your drive from a 7' drop – over twice the industry average! And with 500GB of capacity, you'll have lots of room for all your photos, music, and important files. Plus, the Iomega eGo™ BlackBelt Portable Hard Drive requires no external power supply. 256-bit hardware encryption built-in for your data security (PC only) and Iomega Protection Suite software is included at no additional cost (software available via easy download). Available in Black with Black Iomega Power Grip Band included.

Features

- Fast - Up to 10 times the speed of USB 2.0; transfer speeds up to 5 Gbits/s*; Backward compatible to USB 2.0
- Mobile - Compact, portable storage so small you can take it everywhere you go; Fast USB 3.0 interface available with no external power supply required
- Rugged - Perfect for travel environments, the Iomega Drop Guard™ Xtreme feature helps protect the drive from drops up to 7 feet! Stylish Jet Black color with matching Power Grip band
- Secure **-** 256-bit hardware encryption; Iomega Protection Suite software included (download) with antivirus and backup

Package Contents

- eGo USB 3.0 portable hard drive
- Black Power Grip Band
- USB 3.0/2.0 "Y" power cable
- Quick Start Guide

Specifications

 Cache - 8 MB
 Data Transfer rates: USB 3.0 - 5 Gbits/s*
 Hardware Encryption: 256-Bit AES Encrypted Storage Controller

Iomega Protection Suite Software (via download)

- Trend Micro™ Internet Security (1 year subscription)
- Roxio® Retrospect® Express Backup software
- Iomega QuikProtect file –level Backup Software
- MozyHome™ Online Backup service (up to 2GB capacity)

System Requirements

Built-in USB connection

PC:
- Microsoft® Windows® XP; Windows Vista™, Windows 7™
- 256MB RAM
- Requires native USB 3.0 port or USB 3.0 PCI Express adapter or USB 3.0 ExpressCard™ for best performance

Check http://www.iomega.com for the latest support information; backwards compatible to USB 2.0 & 1.1

Mac:
- Mac OS X 10.4-10.6
- USB 2.0 speeds apply
- Drive must be reformatted for use with Mac

Other

Region – Americas
Scheduled First Ship Date – September 27, 2010
Limited Warranty – 3 Years with Product Registration

Unit Information	Single Package Information	Master Carton Information	Pallet Information
5.07" x 3.54" x 0.87"	4.61" x 2.17" x 6.1"	11.61" x 6.7" x 5.24"	48" x 40" x 63.11"
0.44 lbs	.84 lbs	5.0 lbs	1125 lbs
		5 units per pack	1100 units per pallet, 20 packs per layer, 11 layers per pallet

All dimensions L x W x H are approximations.

Ordering Information

Drive Capacity	Color	Model Name	SKU	UPC
500GB	Black	Iomega® eGo BlackBelt Portable Hard Drive USB 3.0	35314	742709353147

Optional USB 3.0 ExpressCard™ Adapter

Want fast USB 3.0 speeds, but own a USB 2.0 computer? Iomega offers USB 3.0 card adapters to insert in your laptop computer so you can experience native USB 3.0 transfer speeds up to 5Gbits/s*

Model Name	SKU
Iomega eGo Portable Hard Drive SuperSpeed USB 3.0 Notebook Adapter Card	34947**

**requires Notebook PC with ExpressCard™Slot

Product Positioning Guide

This product has been specifically designed to take advantage of the blazing data transfer speeds offered by USB 3.0. It comes with a powerful software suite that sets it apart from the competition. Key differentiators include:

- USB 3.0 offers superior data transfer performance when compared to USB 2.0
- Capable of being used as a general high purpose stand alone external back-up drive
- Enterprise class Trend Micro™ software that protects your identity and personal data from malicious threats when you shop, bank or surf online. More details at : http://www.iomega.com/security/
- Industry leading cloud computing with off-site storage provided by Mozy, also an EMC company
- In a retail environment product placement should ideally be next to Notebooks and Laptop PC's
- In an e-tail environment this product can be positioned as an attach item on the Notebook product page on the e-tailer's website

Customer Profile

Early adopters that want the latest and greatest in data transfer speeds; Power users that are on the road and need to transfer large amounts of data in a quick and easy manner.

- **Mobile users** who want to take their files with them everywhere and want the most rugged drive available. Need anytime, anywhere access to files
- **Students & Creative Professionals** looking for secure high capacity storage for their large files and want a drive to match performance and speed of their portable computers
- **Digital Enthusiasts** who want to save lots of photos, music and video files and want a storage solution that matches the latest in processor technology