

LaCie Rugged SSD Pro: Retail Setup Sheet

Product Full Name and Category Description:

LaCie Rugged SSD Pro

Ultimate Performance All-Terrain NVMe SSD | Thunderbolt 3

Headline Positioning:

Professional RAID Made Easy.

Product Listing Name (NOTE: how we want product listed – web indexing/ SEO taken into account)

39 Character DMR Name – LaCie Rugged SSD Pro Professional Solid State Drive

72 Character DMR Name –

- LaCie Rugged SSD Pro Professional External Solid State Drive Thunderbolt 3 500GB
- LaCie Rugged SSD Pro Professional External Solid State Drive Thunderbolt 3 1TB
- LaCie Rugged SSD Pro Professional External Solid State Drive Thunderbolt 3 2TB






Long DMR Name (>72 <200) –

- LaCie Rugged SSD Pro Professional All-Terrain Solid State Drive Thunderbolt 3 USB-C 500GB STHR500800
- LaCie Rugged SSD Pro Professional All-Terrain Solid State Drive Thunderbolt 3 USB-C 1TB STHR1000800
- LaCie Rugged SSD Pro Professional All-Terrain Solid State Drive Thunderbolt 3 USB-C 2TB STHR2000800

Image List (in order of priority)

Brand Portal: <https://branding.lacie.com>

Brand Portal ID: A13848

							
1 LaCie-Rugged-SSD-Pro_Hero-Left	2 LaCie-Rugged-SSD-Pro_BOB	3 LaCie-Rugged-SSD-Pro_Top_F	4 LaCie-Rugged-SSD-Pro_Profile_F	5 LaCie-Rugged-SSD-Pro_Accessory_F	6 LaCie-Rugged-SSD_Lifestyle1	7 LaCie-Rugged-SSD_Lifestyle2	8 LaCie-Rugged-SSD_Lifestyle3

Highlights (NOTE: Top 5 prioritized. Any warranty highlight will not show on Amazon)

- Harness top Thunderbolt 3 speeds with a Seagate FireCuda NVMe SSD for playback/recording of up to 2800MB/s on 6K, 8K, and super slo-mo video
- Tackle any terrain with extreme IP67-rated water resistance, three-meter drop tolerance, two-ton car crush resistance, and dust resistance in a palm-sized drive
- Works with Thunderbolt 3, USB-C on both Mac and Windows computers and includes an array of USB cables for easy connectivity
- Enjoy long-term peace of mind with the included five-year limited warranty protection plan featuring Rescue Data Recovery Services
- Take advantage of a one-month complimentary membership to Adobe Creative Cloud All Apps Plan for access to awesome photo and video editing apps

Keywords (NOTE: SEO/ SEM/ paid search with partners – where do we want to show up and be associated with?)

Prioritize--there is a 225 character cap for some e-tailers but not all.)

external usb c hard drive, laCie rugged usb c, Seagate FireCuda, NVMe SSD, Thunderbolt 3, USB 3.1, rugged design, waterproof, dust resistance, drop resistance, shock resistance, crush resistance, IP rating, shuttle drive, post-production, video editing, 6K video, 8K video, VFX, video rendering, 3D animation, Thunderbolt 3 computer, Adobe Premiere Pro, Final Cut Pro X, Blackmagic DaVinci Resolve, scratch disk, external hard drive, portable hard drive, external hard drive mac, portable external hard drive

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Copy

Short (65 words)

Rugged SSD Pro harnesses the power of a Seagate FireCuda NVMe SSD to maximize Thunderbolt 3 capabilities. With speeds of up to 2800MB/s and extreme durability, filmmakers and DITs can directly play back the most demanding 6K, 8K source files in any environment—without transcoding. Tackle any terrain with extreme IP67-rated water resistance, three-meter drop resistance, two-ton pressure resistance, and up to 2TB of space in a smart-cooling, palm-sized drive.

Medium (115 words)

Rugged SSD Pro harnesses the power of a Seagate FireCuda NVMe SSD to maximize Thunderbolt 3 capabilities. The result? Speeds of up to 2800MB/s and extreme durability so filmmakers and DITs can directly play back the most demanding 6K, 8K, and super slo-mo source files in any environment—without transcoding. Tackle any terrain with extreme IP67-rated water resistance, three-meter drop resistance, two-ton pressure resistance, and up to 2TB of space in a smart-cooling, palm-sized drive. Enjoy seamless compatibility with Thunderbolt 3, USB-C on both Mac and Windows computers. For long-term peace of mind, this SSD includes a five-year limited product warranty featuring Rescue Data Recovery Services. Lastly—take advantage of the one-month complimentary membership to Adobe Creative Cloud All Apps Plan for access to awesome photo and video editing apps!

- Harness top Thunderbolt 3 speeds with a Seagate FireCuda NVMe SSD for playback/recording of up to 2800MB/s on 6K, 8K, and super slo-mo video
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Long (>115 words)

Max Speed. Elite Strength.

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5× Faster Than Traditional SSDs

Thunderbolt 3 teams up with a Seagate FireCuda NVMe SSD for speeds of up to 2800MB/s. Transfer 150GB of video in less than a minute, edit multiple streams of 6K and 8K uncompressed RAW video directly from the drive, and quickly share files on set.

More Rugged Than Ever

Confidently tackle any terrain with extreme IP67-rated water resistance as well as dust, three-meter drop, and two-ton car crush resistance.

Use It with Thunderbolt 3, USB-C

Thunderbolt 3 with USB compatibility makes collaboration effortless between Mac and Windows systems.

Ultra Compact

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“Palm-sized” is not an exaggeration—Rugged SSD Pro is super small and lightweight, making it perfect for teams carrying lots of equipment.

More Features To Love

- **Rugged SSD Pro Is Perfect For ...**

Filmmakers and DITs craving a scratch disk with high-speed transfers and editing power for up to 8K high-res and super slo-mo footage.

- **High Capacity**

Large project on the horizon? Rugged SSD Pro is ready with up to 2TB—that’s enough space to store 65 hours of 4K 30fps compressed footage¹ or 200K RAW images².

- **Five-Year Data Rescue**

Disasters strike when least expected, but if something happens to the Rugged SSD Pro, rest easy—it’s covered by five years of Rescue Data Recovery Services.

- **Edit with Creative Cloud**

Turn RAW footage into flawless productions with one free month of Adobe Creative Cloud All Apps plan³.

What’s Included

- LaCie Rugged SSD Pro (design by neil poulton)
- Thunderbolt 3 cable
- Quick install guide

1 On average, 1 hour of 4K 30fps compressed footage creates 30GB of data.

2 Based on the average image size of digital cameras (10MB).

3 One-month membership to Adobe Creative Cloud All Apps plan is redeemable during product registration. Internet connection and Adobe ID required. Available only to users 13 and older. Not available in all countries. See www.adobe.com/legal.html for applicable terms and privacy policy.

Ideal for

- Playing back 6K, 8K and super slo-motion video on the go
- Editing multi-streams of any video resolution in post-production
- Slashing the time spent on video transcoding and rendering
- Shuttling large content from shooting set to post-production studio
- Transferring files extremely quickly between computers
- Working outdoor under all kinds of environmental conditions

Product Specifications

Specifications				
Retail Packaging	Product Dimensions	Box Dimensions	Master Carton Dimensions	Pallet Dimensions
Length (in/mm)	0.669in/17mm	1.437in/36.5mm	7.559in/192mm	47.992in/1219mm
Width (in/mm)	2.555in/64.9mm	3.524in/89.5mm	6.142in/156mm	40.118in/1019mm
Depth (in/mm)	3.854in/97.9mm	5.709in/145mm	6.299in/160mm	42.913in/1090mm
Weight (lb/kg)	0.22lb/0.1kg	0.441lb/0.2kg	4.189lb/1.9kg	972.239lb/441kg
Quantities				
Boxes per Master Carton	8			
Master Cartons per Pallet	216			
Pallet Layers	6			
System Requirements		What's Included		
• Computer with a Thunderbolt™ 3 port • Latest version of Mac OS® 10.12 or later / Latest version of Windows® 7 or later • Minimum free disk space: 600MB recommended		• LaCie Rugged® SSD Pro • Thunderbolt 3 (40Gb/s) cable • Quick Install Guide • Adobe® Creative Cloud® All Apps Plan ^[superscript1]		

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Region	Capacity	Limited Warranty (years)	Model Number	UPC Code	Multi-Pack UPC	EAN Code	Notes
WW	1TB	60	STHZ1000800	763649137697	10763649137694	3660619407293	NVMe SSD
WW	2TB	60	STHZ2000800	763649137703	10763649137700	3660619407309	NVMe SSD