

LaCie Rugged BOSS SSD: Retail Setup Sheet

Product Full Name and Category Description:

LaCie Rugged BOSS SSD

Backup On Set Solution | SSD | USB-C SD | USB Hub |

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 BOSS SSD Laptop-free Backup

72 Character DMR Name –

- LaCie Rugged BOSS SSD Laptop-free Backup with SD reader Solid State Drive 1TB

Long DMR Name (>72 <200) –

- LaCie Rugged BOSS SSD Laptop-free Backup with SD Reader Built-in Screen USB 3.0 port USB-C Power Bank Solid State Drive 1TB

Image List (in order of priority)

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

Brand Portal ID: A12287

							
1 LaCie Rugged BOSS Right	2 LaCie Rugged BOSS BOB	3 LaCie Rugged BOSS Profile Open	4 LaCie Rugged BOSS Main Packaging_Lo- res	5 LaCie Rugged BOSS SSD Lifestyle1	6 LaCie Rugged BOSS SSD Lifestyle2	7 LaCie Rugged BOSS SSD Lifestyle3	8 LaCie Rugged BOSS SSD Lifestyle4

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

- Get 1TB of spacious capacity and tap into fast SSD speeds of up to 430MB/s with direct file transfers via the integrated SD card slot and USB port—plus monitor transfers, capacity, and battery life via the built-in status screen
- View, name, and delete footage by plugging Rugged BOSS SSD into an iOS or Android mobile device and using the LaCie BOSS app
- Tackle any terrain with drop, splash, and dust resistance—Rugged BOSS SSD can even be used as a battery pack for USB devices like phones and mirrorless cameras
- Enjoy long-term peace of mind with the included three-year limited warranty protection plan including 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.)

Hard drive, external hard drive, hdd, external hdd, high-performance, drones, DJI, file transfer, file storage, sd card file transfer, portable phone charger, iphone, iPad, iOS, android, samsung galaxy, action cams, card readers, DSLR cameras, LaCie, durable hard drive, Mac, Windows, BOSS hard drive, rugged design, waterproof, dust resistance, drop resistance, shock resistance, crush resistance, SSD, Solid State Drive, USB-C, USB 3.0, SD Card reader, USB Hub, Power Bank, Battery Pack, Backup, Built-in screen

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Copy

Short (65 words)

Blazing fast and beyond efficient, Rugged BOSS SSD is the battery-operated, computer-free way to copy, review, and manage content in the field. Simply ingest files using the drive's SD card slot or USB 3.0 port, then monitor transfers and battery life via the status screen. Finally, view files—plus do way more—with the LaCie BOSS app on iOS and Android devices. Enjoy 1TB of spacious SSD capacity for fast file transfers.

Medium (115 words)

Blazing fast and beyond efficient, Rugged BOSS SSD is the battery-operated, computer-free way to copy, review, and manage content in the field. Simply ingest files using the drive's SD card slot or USB 3.0 port, then monitor transfers and battery life via the status screen. Finally, view files—plus do way more—with the LaCie BOSS app on iOS and Android devices. Enjoy 1TB of spacious SSD capacity for fast file transfers and seamless compatibility with Thunderbolt 3, USB-C, and USB 3.0 on both Mac and Windows computers. For long-term peace of mind, Rugged BOSS SSD includes a three-year limited product warranty with Rescue Data Recovery Services. And don't forget to take advantage of a one-month complimentary membership to Adobe Creative Cloud All Apps Plan for access to awesome photo and video editing apps!

Long (>115 words)

Copy, Review, Manage. Laptop Free.

Blazing fast and beyond efficient, Rugged BOSS SSD is the battery-operated, computer-free way to copy, review, and manage content in the field. Simply ingest files using the drive's SD card slot or USB 3.0 port, then monitor transfers and battery life via the status screen. Finally, view files—plus do way more—with the LaCie BOSS app on iOS and Android devices. Enjoy 1TB of spacious SSD capacity for fast file transfers and seamless compatibility with Thunderbolt 3, USB-C, and USB 3.0 on both Mac and Windows computers. For long-term peace of mind, Rugged BOSS SSD includes a three-year limited product warranty with Rescue Data Recovery Services. And don't forget to take advantage of a one-month complimentary membership to Adobe Creative Cloud All Apps Plan for access to awesome photo and video editing apps!

Sprint Ahead

Transfer and copy files seamlessly on set with ultra-fast SSD speeds of up to 430MB/s.

Direct File Backup

Ingest content directly using the integrated SD card slot or USB port—no computer needed.

Built-In Status Screen

Monitor and confirm file transfers, battery life of the drive, and available capacity using the integrated screen.

Manage Files on the Go

Plug the drive into a phone or tablet and pull up the LaCie BOSS app on a phone or tablet to review, name, and delete files—no internet required.

Use with USB-C, Thunderbolt 3, USB 3.0 Computers

With a USB-C port for the latest Thunderbolt 3 computers and a USB 3.0 adapter, collaboration is effortless between Mac and Windows systems.

A Hub and Battery Pack

Use it to dock computers and mobile devices needing an extra SD card slot or USB 3.0 port—plus charge USB phones, mirrorless cameras, and more.

Rugged BOSS SSD Is Perfect For ...

Filmmakers and photographers needing a fast, easy, computer-free way to copy, review, and manage content on the

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go.

All-Terrain Design

Confidently tackle any project with drop, splash, and dust resistance.

Three-Year Data Rescue

Disasters strike when least expected, but if something happens to the Rugged BOSS SSD, rest easy—it's covered by three 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 plan¹.

What's Included

- LaCie Rugged SSD (design by neil poulton)
- LaCie Rugged BOSS SSD,
- USB-C (USB 3.1 10GB/s) cable,
- USB-C to USB-A cable (USB 3.0 compatible),
- lightning cable, micro-USB cable, USB-C cable for mobile devices,
- optional external power supply, quick install guide

¹ 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

- Copying files from SD cards and USB devices without a laptop
- Previewing and managing photos and videos with iOS or Android devices on-the-go
- Transferring files extremely fast between computers and devices
- Power Bank for mobile devices
- Working outdoor under all kinds of environmental conditions

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Product Specifications

Specifications				
Retail Packaging	Product Dimensions	Box Dimensions	Master Carton Dimensions	Pallet Dimensions
Length (mm)	36	95	395	1219
Width (mm)	110	145	196	1016
Depth (mm)	136	183	316	1080
Weight (kg)	0.51	0.998	8.304	380.18
Quantities				
Boxes per Master Carton	8			
Master Cartons per Pallet	45			
Pallet Layers	3			
System Requirements		What's Included		
<ul style="list-style-type: none">• Compatible with:<ul style="list-style-type: none">- Computer running Mac OS® 10.11 or later / Windows® 10 or later with an available USB-C (3.1), Thunderbolt™ 3, USB 3.0, or USB 2.0 port- Mobile phone/tablet running iOS 11.0 or Android 6.0 or later• Copy from USB devices and SD card:<ul style="list-style-type: none">- SD and microSD cards (UHS-I and UHS-II)- USB card readers- USB external hard drive and SSDs- Drones- Digital cameras		<ul style="list-style-type: none">• LaCie Rugged® BOSS SSD• USB-C cable (USB 3.1)• USB-A cable (USB 3.0/2.0)• Lightning cable (iOS)• USB-C cable (iOS and Android®)• Micro USB cable (Android)• Power adapter• Removable cover• microSD to SD adapter• BOSS mobile app• LaCie Toolkit Software suite• Quick start guide• Adobe® Creative Cloud® All Apps Plan^[superscript1]		

Region	Capacity	Limited Warranty (years)	Model Number	UPC Code	Multi-Pack UPC	EAN Code	Notes
WW	1TB	3	STJB1000800	763649137888	10763649137885	3660619407422	SSD