

LACIE Rugged Mini
DESIGN BY NEIL POULTON



Rugged Design. Mini Size.



Product overview

Concept

Performance, Ultra-mobility & Protection.
Your data protected wherever you go

Target

Content Creatives (Photographers, Audio/Video Professionals),
Mobile users looking for compact outdoor product.

Channels

CES, Office, VAR,
LaCie Online Store, LaCie Reseller+

Positioning

Entry-level/Value all terrain drive.
Replacement of Rugged USB 3.0.



What's new?



Rugged, now ultra-compact

Famous Rugged design made Mini (almost half size).



Material

Robust Aluminium alloy (AL6063 – the standard for architectural fabrication).



Rain resistant

Resistant to Water projection* (IP52)



Data protection

Configurable private capacity, encryption and password protection



USB 3.0

Faster transfer rate, even on Mac.

Compatible with LaCie Mac USB 3.0 driver

Compatible with USB 2.0



LaCie Rugged Mini

Pressure resistant



Rain resistant



1.2m drop resistant



Data Protection



USB 3.0



Up to 1TB*

Complete software suite










LaCie Mobile Range





LaCie Rugged Range

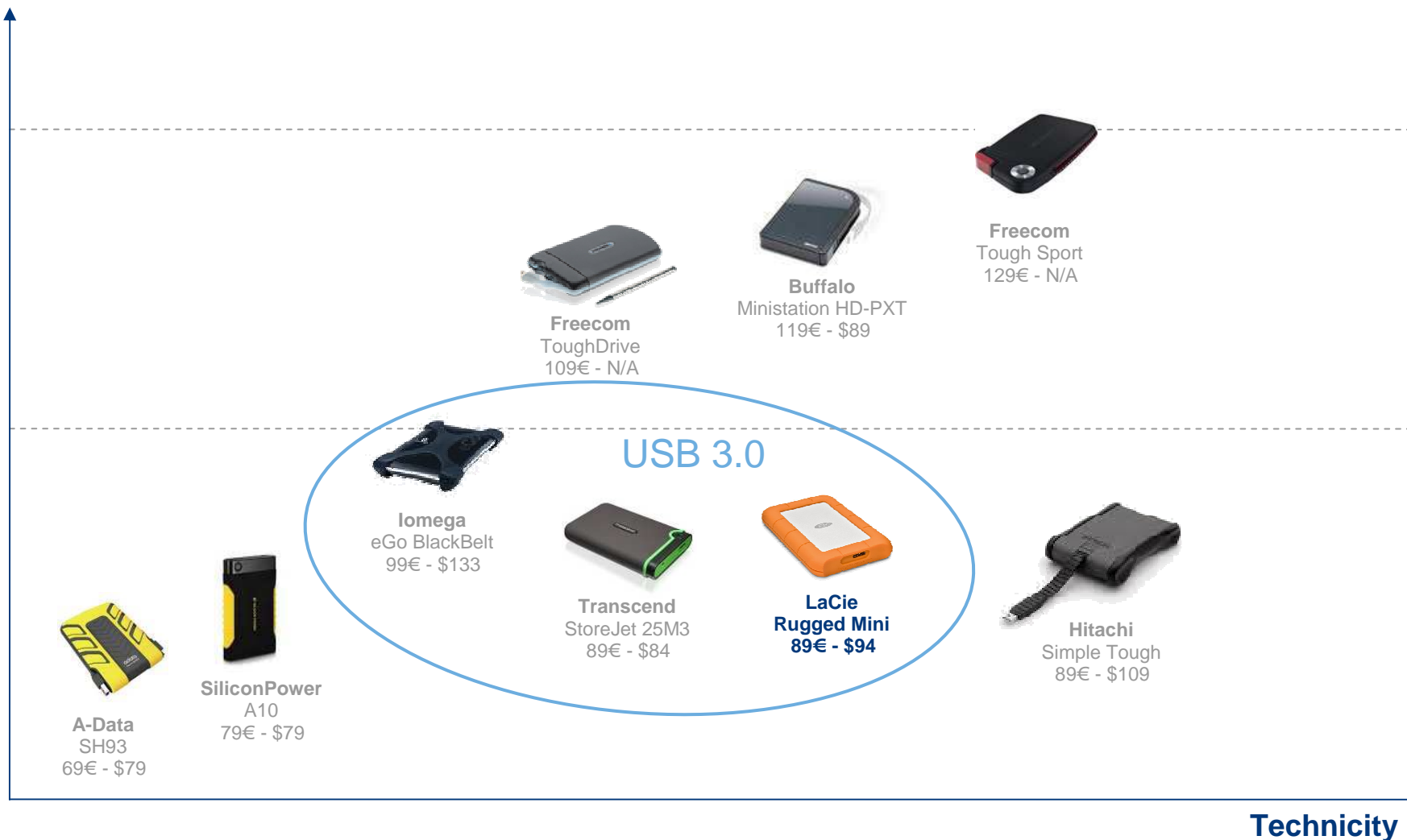
	Rugged Mini	Rugged USB 3.0	Rugged Triple	Rugged Safe	Rugged
Interface	USB 3.0 	USB 3.0 	USB3 - FW800 	USB2 - FW800 	USB2 - FW400-800 
		June 2011			
Looking for...	Mobility & Speed	Speed	Universality & Speed	Maximum Security	Universality
Casing material	Metal + rubber	Metal + rubber	Metal + rubber	Metal + rubber	Metal + rubber
Size	132 x 85 x 19.4 mm or tbc (1TB)	145 x 90 x 28 mm	145 x 90 x 28 mm	145 x 90 x 28 mm	145 x 90 x 28 mm
Volume	217,7 cm3 or tbc (1TB)	365,5 cm3	365,5 cm3	365,5 cm3	365,5 cm3
Capacity	500GB - 1TB	500GB - 750GB - 1TB	500GB - 1TB	500GB - 1TB	320GB - 500GB - 750GB - 1TB
Rational speed	5400 & 7200 rpm	5400 & 7200 rpm	5400 & 7200 rpm	7200 rpm	5400 & 7200 rpm
Protection type	1,5 m shock proof (MIL) 1,5 ton car Rain & dust proof (IP52)	2 m shock proof (MIL)	2 m shock proof (MIL)	2,2 m shock proof (MIL)	2 m (MIL)
Encryption level	**		**	*****	
Encryption type	Password protection Private / Public	-	Password protection AES 256-bit software	Biometric access AES 128-bit hardware	-
Eco Mode	✓	-	✓	-	-
Warranty	2-year	2-year	3-year	3-year	3-year
Compatibility	PC & Mac	PC & Mac	PC & Mac	PC & Mac	PC & Mac

For internal use only



Main competitors

Price
500GB





Main competitors - details

	LaCie Rugged Mini	Iomega eGo	Freecom Tough Drive	Freecom ToughDrive Sport	Buffalo Mini Station	Silicon Power A10	Transcend StoreJet	Hitachi Simple Tough	A-data SH93
Interface	USB 3.0	USB 3.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 3.0	USB 2.0	USB 2.0
									
Casing material	Metal + rubber	Plastic + rubber	Plastic + silicon	Rubber	Plastic + rubber	Rubber + plastic	Rubber	Rubber + plastic	Rubber + plastic
Size	132 x 85 x 19.4 mm	149 x 95 x 24/28 mm	140 x 80 x 19 mm	155 x 91 x 21 mm	134 x 90 x 20 mm	136 x 82.5 x 19.8 mm	126 x 80.8 x 18.8 mm	148 x 104 x 32.2mm	129 x 97 x 19.2 mm
Volume	217.7 cm3	339.7 cm3	212.8 cm3	296.2 cm3	241.2 cm3	222.2 cm3	191.4 cm3	495.6 cm3	240.2 cm3
LED	✓					✓	✓	✓	✓
Drop	1,2 m (MIL)	2,1 m with Drop Guard Xtreme	2 m	2 m	✓	1,22 m (MIL)	✓ (MIL)	3 m	✓ (MIL)
Other protection	1-ton car, rain and dust	-	-	-	-	-	-	Water resistant & 1 ton truck	Water resistant
Max capacity	1TB	1TB	750GB	750GB	1TB	640GB	750GB	500GB	640GB
Backup	✓	✓	✓	✓	✓	✓	✓	✓	-
Encryption	✓	✓	✓	✓	✓	✓	-	-	-
Eco Mode	✓	-	-	-	-	-	✓	-	-
Speed impr.	-	-	✓	✓	✓	-	-	-	-
Compatibility	PC & Mac	PC	PC & Mac	PC & Mac	PC & Mac	PC & Mac	PC & Mac	PC & Mac	PC & Mac
Warranty	2-year	3-year	2-year	2-year	2-year	2-year	3-year	3-year	3-year

For internal use only



Features & Benefits



Compact

Famous Rugged design now in mini size - easier to carry.

Protection

Carry your files anywhere with confidence and confidentiality.
Rugged Design + Password Protect Protection

Performance

Store, back-up or transfer large amounts of data in just a few seconds

Eco-friendly

Save energy of your laptop.
Save the planet by buying product with small packaging.

Online

Securely store and share your data



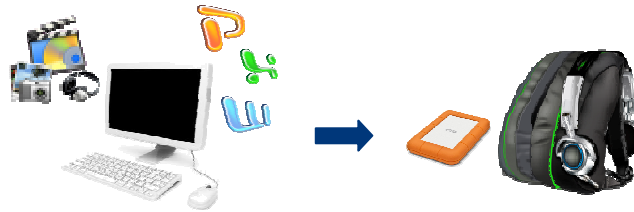
Ideal for



Journalists, Reporters



Photographers



Students



Travelers



Professionals



LaCie Rugged Mini



Use cases



Data storage

Student stores audio/movies and confidential school info – Perfect solution to ensure security, plus its durable and it fits in backpack.

Traveler or Business people can carry their files anywhere with confidence and confidentiality.



Off site backup

Photographers have come to rely on the LaCie Rugged for its durable form-factor, now they can benefit from a 40% reduction in size and an added layer of data protection with its encryption software.

Video pro requiring best transfer speed : combining 7200rpm + USB3 + mobility



Content delivery

Robust design easy to carry to safely deliver heavy client files to your customers and partners.



Specifications

Interface	USB 3.0 (USB 2.0 compatible)
Interface Transfer Rates	USB 3.0: up to 5Gb/s USB 2.0: up to 480Mb/s
Dimensions (WxDxH)	86 x 135 x 19 mm / 3.4 x 5.3 x 0.75 in.
Weight	240 g / 8.5 oz.

Box content

- LaCie Rugged Mini USB 3.0 Hard Disk
- USB 3.0 cable (USB 2.0 compatible)
- Quick Install Guide
- Software and User Manual preloaded

Minimum System Requirements

- Computer with a USB 3.0 or USB 2.0 port
- High-speed Internet for online storage
- Latest version of Windows XP, Windows Vista, Windows 7 / Mac OS X 10.5, 10.6
- Minimum free disk space : 600MB recommended
- For USB 3.0 Mac compatibility, please check www.lacie.com/usb3mac for adapter (card) and the USB 3.0 Mac driver



Pricing & Availability

	LaCie Rugged Mini USB 3.0		
Item number	301555	301556	301558
RPM	5400	7200	5400
Capacity	500GB	500G	1TB
EUR Street price VAT 20%	89.90€	TBC	TBC
USD Street price	94.99\$	TBC	TBC
Europe	Week 23	July (TBC)	July (TBC)
US	Week 23	July (TBC)	July (TBC)
Asia	Week 23	July (TBC)	July (TBC)

Launch date (Web & PR) : 7-June



Logistics



Product	PN	UPC	EAN	Unit per master carton		Unit per pallet	
				USA / Asia	Europe	USA /Asia	Europe
500GB LaCie Rugged Mini 5400RPM	301555	093053827946	3660619315550	9	7	972	756
500GB LaCie Rugged Mini 7200RPM	301556	093053827953	3660619315567	9	7	972	756
1TB LaCie Rugged Mini 5400RPM	301558	093053827984	3660619315581	9	7	972	756



Cross-selling

Suggested accessories

LaCie USB 3.0 PCI Express Card
LaCie USB 3.0 ExpressCard34 with PWS
LaCie USB 3.0 Mac driver

Upgrade to USB.3, even on Mac

LaCie bags: LaCie Vegetal, LaCie Coat, LaCie Cozy... for protection
LaCie USB 3.0 cable





Sales tools

Launch pack available synchronized on your laptop with:

Wuala | LaCie Sales | Launch packs

- Pictures
- Customer presentation
- Sales sheet (mid-June)



Images





Good sales!!!





More about USB 3.0



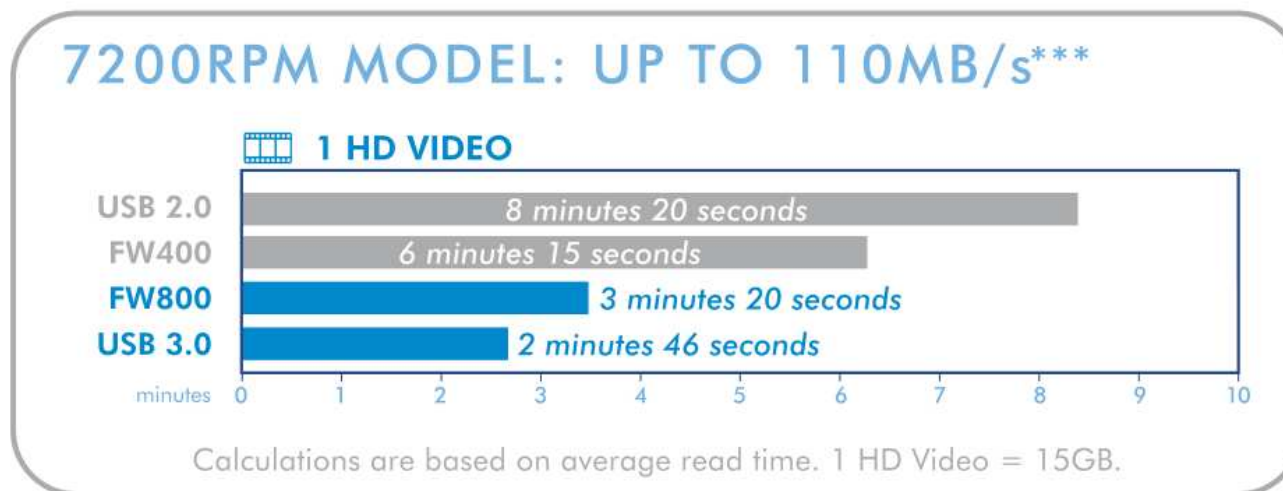
Interface Performance

7200RPM

Up to 110MB/s, 90MB/s average

5400RPM

Up to 80MB/s, 70MB/s average





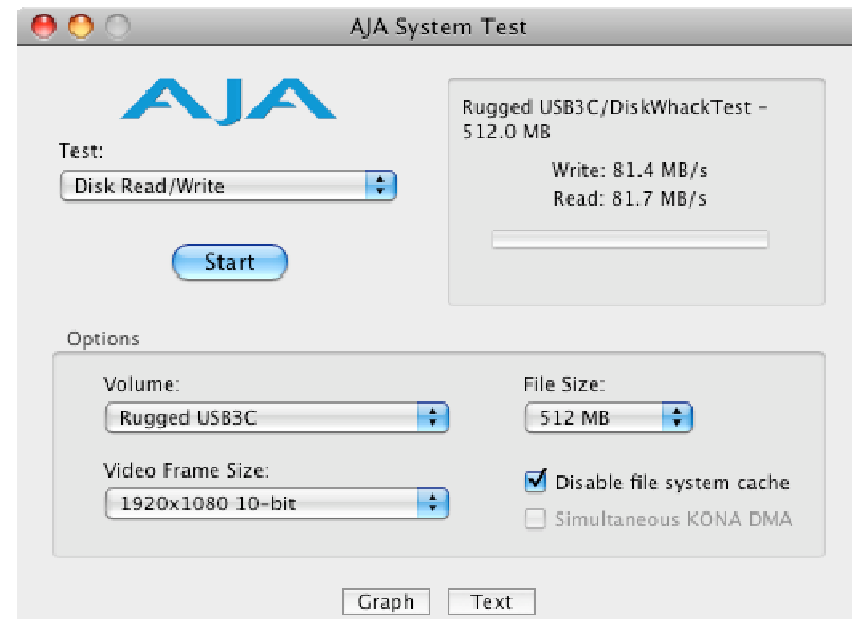
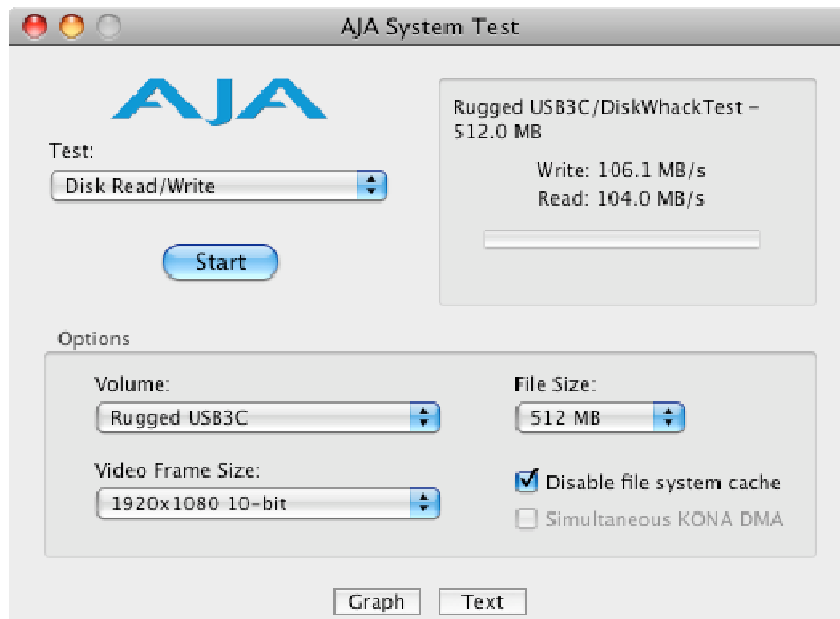
USB 3.0 on Mac



7200RPM: USB 3.0 is 30% faster

FireWire 800: 82MB/s

USB 3.0: 105MB/s





Tech FAQ



FAQs

How to get USB 3.0 speed?

1/ Computer with USB 3.0 port (PC)

Connect your device to the USB 3.0 by using LaCie USB 3.0 cable.

1/ Computer with USB 2.0 port

Your device is backward compatible with USB 2.0 ports (PC & Mac).

However your drive will operate at USB 2.0 speed.



PC

You can achieve USB 3.0 speed by using your drive with an extension card (LaCie USB 3.0 PCI Express Card for desktop or LaCie USB 3.0 ExpressCard 34 for laptop) – sold separately.

Mac

You can also achieve USB 3.0 speed by using your drive with an extension card (LaCie USB 3.0 PCI Express Card for Mac Pro or LaCie USB 3.0 ExpressCard 34 for Mac Book Pro) – sold separately.



Do I need a driver?

Windows user : No, the LaCie Rugged Mini is plug and play but you may need to install USB 3.0 driver included for your extension card or your motherboard.

Mac user : LaCie offers you a USB 3.0 Driver for Mac OS, download available on website: <http://www.lacie.com/us/more/index.htm?id=10112>





FAQs

Is it bus-powered?

Yes. : If the USB bus on your computer does not provide the necessary power to operate your LaCie device, you may need to use the USB-Y cable.

How to format the LaCie Rugged Mini?

It comes with LaCie Setup Assistant for easy formatting and initialization

My USB 3.0 drive do not reach expected speed?

Speed may be limited according to the host port used and the capacity of your computer. For example, if you have a PC using a slow internal hard drive, your PC's performance will limit the transfer speed when reading/writing to a USB3 external hard disk.

That's why speed can be lower than expected.