

Consumer Products

Western Digital offers an extensive line of external storage and home entertainment products that are produced with the same level of technological excellence and quality as our internal storage products, but are uncomplicated and easy to use. Currently, WD is the world leader for both desktop and portable external storage shipments, and our new home entertainment products are quickly gaining popularity.

Going Green

Environmental sustainability is important to Western Digital. In 2007, we launched a series of power-saving hard drives featuring WD GreenPower Technology. This technology uses sophisticated engineering techniques to conserve power and dissipate heat, making it possible for energy-conscious WD customers to build systems with the right balance of performance, reliability, and energy conservation.

Hard drives with WD GreenPower Technology save large organizations such as financial institutions and search engine services up to \$10 per drive per year in electricity costs. Thus, a large data center with 10,000 drives can realize annual savings of as much as \$100,000.

Portrait of a Leader

WD® is a global leader in the development and manufacture of hard drives and solid state drives for internal, external, portable, and shared storage applications. WD hard drives are used in desktop and notebook computers, mobile and handheld devices, corporate networks, and home entertainment equipment. The company's solid-state storage is used in netcom, industrial, embedded computing, medical, military, and aerospace markets.



A Commitment to Quality

Western Digital customers – ranging from the world's largest computer makers to the individual user saving a music collection – require exacting quality and performance from our data storage products. Rigorous testing helps ensure that these standards are met.

WD team members are dedicated to testing drives, ensuring they adhere to rigorous quality standards covering hundreds of performance characteristics. About 1,000 PCs in WD's Functional Integrity Testing (F.I.T.) Lab™ put WD drives through the paces around the clock. Other groups up the ante, simulating extreme real-world conditions including high and low temperatures, shaking, electronic and magnetic interference and even torturous drop testing. Only after a new drive family passes these rigorous tests does it get shipped.

This comprehensive approach to testing ensures that the customer gets a drive of the highest quality that is F.I.T. Lab certified for its intended application.

A Name You Can Trust

As digital storage expands beyond traditional computer and server environments and into almost every aspect of your life, you need a company you can trust. We are committed to providing our customers with reliable, high-performance storage products and superior customer support and services.

- Experience** – WD is one of the data storage industry's pioneers and longtime leaders.
- Performance** – WD is consistently a leader in technology and product innovation and is one of the best performing companies worldwide.
- Quality** – WD performs rigorous in-house testing to assure quality and reliability.
- Data Integrity** – All WD drives feature Data Lifeguard™ embedded error detection and repair features that automatically detect, isolate, and repair problem areas that may develop over extended use of the hard drive.
- Customer Support** – WD stands behind our products with telephone support and state-of-the-art online services that include a comprehensive knowledge base and express RMA service.

WD understands the importance of the data trusted to our drives. We focus our passion, knowledge and innovation on products that reliably keep your information and content safe and secure from loss.

A World Leader in Data Storage

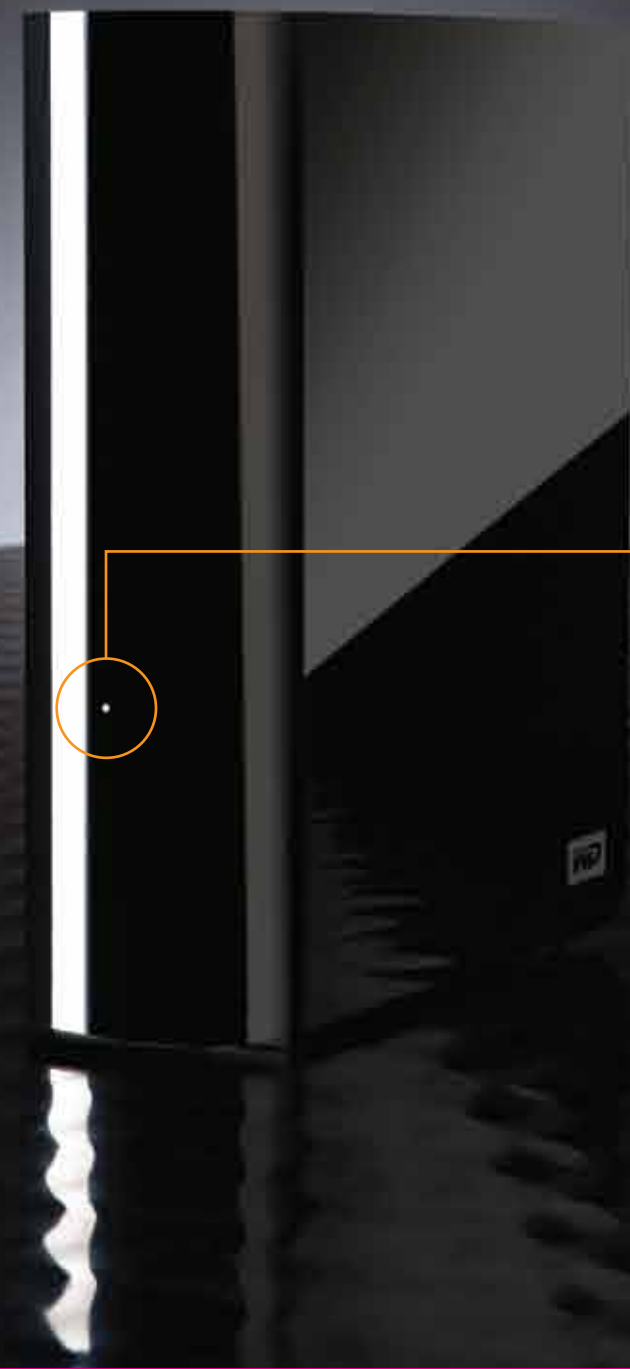


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As used for storage capacity, one megabyte (MB) = one million bytes, one gigabyte (GB) = one billion bytes, and one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment. As used for transfer rate or interface, megabyte per second (MB/s) = one million bytes per second, and gigabit per second (Gb/s) = one billion bits per second.

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1970

Origins

Western Digital was founded in 1970 as a specialized semiconductor maker, and in five years became the world's largest independent manufacturer of calculator chips. WD developed the first 16-bit microprocessor and the first single-chip floppy disk controller, leading to its development of hard drive controllers. With the purchase of the disk drive assets of Tandon Corporation in 1988, Western Digital became a fast-growing supplier of hard drives to the leading computer makers.



1980

WD became a vertically integrated hard drive manufacturer through the 2003 acquisition of the assets of Read-Rite Corporation, a leading magnetic read-write head developer, and the 2007 acquisition of Komag, Incorporated, a long-time supplier of thin-film disks that are the primary high-capacity storage medium for digital data. These two additions gave WD control of the critical technology needed to continue raising areal density and producing hard drives capable of meeting ever-higher demands for storage capacity.

1990

WD entered the solid-state drive market with the 2009 acquisition of SiliconSystems, Inc. WD's family of solid-state drive provides advanced technologies that meet the high performance, high reliability, and multi-year product lifecycle demands of the client, netcom, industrial, embedded computing, medical, military, and aerospace markets.



2000

Technology Leadership

In recent years, WD led the market in many key areas of digital storage technology. We were the first to go green with desktop, enterprise, AV, and external hard drives built around our innovative WD GreenPower Technology.™ In all segments of the drive market, from desktop to mobile to enterprise, we lead the market with the highest capacities. We were first to market with 500 GB and 1 TB mobile drives, as well as 1 TB and 2 TB drives for desktop, enterprise, AV, and external storage. We're a leader in introducing drives that feature Advanced Format Technology (AFT) which is paving the way to even higher capacity drives. We're also leading in performance with our award-winning WD VelociRaptor® 10,000 RPM drives which are the fastest SATA hard drives in the world.



2010



at home

at work

on the go