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**WD BLACK
RE-IMAGINED.
SPEED THAT
KEEPS UP
WITH YOUR
CREATIVITY.**

WD.COM



WD Black™
Performance Storage

PRODUCT OVERVIEW



Improved Algorithms

Next gen increases with dual core processing and new technologies



Improved Algorithms

Improved caching algorithms, optimized caching for reads/writes



Higher Resolution

Improved architectural design with increased data precision and superior responsiveness

Next Generation WD Black™ Features



Vibration Resistance

Ability to adapt to mounting problems or vibration conditions, increasing data accuracy, reliability, and performance



Easy Upgrade

WD Acronis True Image data migration software included for free with each WD Black drive



Increased Protection

Improved data corruption protection against power loss events

WHAT'S NEW?

New High Resolution Controller Technology (HRC)

- Improved architectural design increases performance
- 2X number of calculations
- Superior responsiveness across the head of the drive with increased read/write performance
- **Why does it matter?** High Resolution Controller Technology doubles the bits within the controller and increases drive calculations to improve tracking precision resulting in more accurate read/write functions, overall increasing performance

New Vibration Control Technology (VCT)

- Drive heads adapt to environmental vibration and system changes in PC's
- Reduces impact of emitted vibrations and acoustics to the hard drive
- Improves hard drive reliability and increases data accuracy
- **Why does it matter?** Vibration Control Technology is able to adjust itself and adapt to mounting problems (such as not being properly placed in the sled) or vibrations that occur in the chassis, increasing performance, reliability and data accuracy



New Corruption Protection Technology (CPT)

- Increases reliability by monitoring power levels to the hard drive
- Limits the potential problem of data corruption during an event of loss of power
- Reduces read/write errors with improved data management
- **Why does it matter?** Corruption Protection Technology monitors power levels within the system and limits the potential problem of data corruption during an event of loss of power, which increases hard drive reliability overall

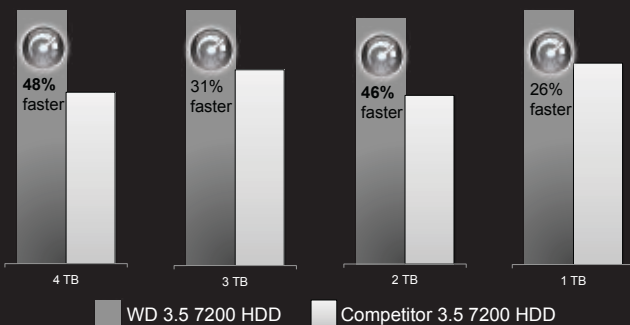
Improved StableTrac Technology

- Reduces vibration influences by securing motor shaft inside
- Stabilizes platters inside, resulting in more accurate tracking for read/writes
- Increases system performance (4 TB, 3 TB, 2 TB models)
- **Why does it matter?** Protects data by securing the motor shaft at both ends to reduce vibrations and increase tracking accuracy during read and write operations, increasing performance

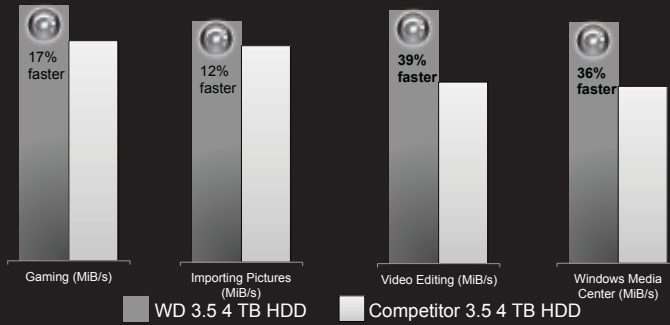


WD Black™ BENCHMARKS

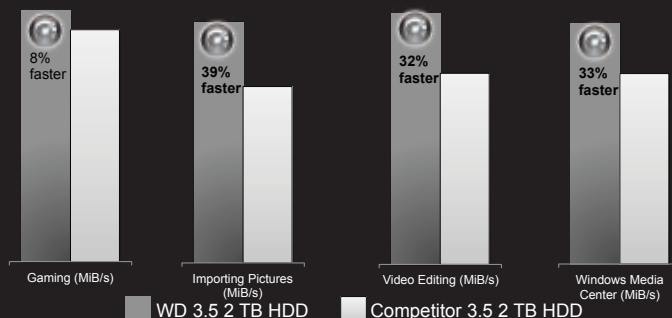
PC MARK VANTAGE – ALL CAPACITIES



4 TB PC MARK VANTAGE SUB TESTS



2 TB PC MARK VANTAGE SUB TESTS



PRODUCT SPECIFICATIONS

Capacity **4 TB, 3 TB, 2 TB, 1 TB**

Interface **WD4003FZEX, WD3003FZEX, WD2003FZEX, WD1003FZEX**

Part Number **SATA 3 6Gb/s**

3.5"

Product Highlights

- Launching October 1, no PR announcement
- New model numbers
- Major performance increases
- New technologies available
- Solutions built specifically for creative professionals, gamers, business professionals, etc.
- Social Campaign: Focus on consumer generated content to elevate WD Black™ brand

Old Model Number	New Model Number	What's NEW?
WD4001FAEX	WD4003FZEX	1) 4K Advanced Format 2) 800 GB Per Platter 3) Tied Shaft Motor
WD3001FAEX	WD3003FZEX	1) 4K Advanced Format 2) 800 GB Per Platter 3) Tied Shaft Motor
WD2002FAEX	WD2003FZEX	1) 4K Advanced Format 2) 800 GB Per Platter 3) Tied Shaft Motor
WD1002FAEX	WD1003FZEX	1) 4K Advanced Format 2) 1 TB Per Platter
WD5003AZEX	WD5003AZEX	1) 4K Advanced Format 2) 1 TB Per Platter

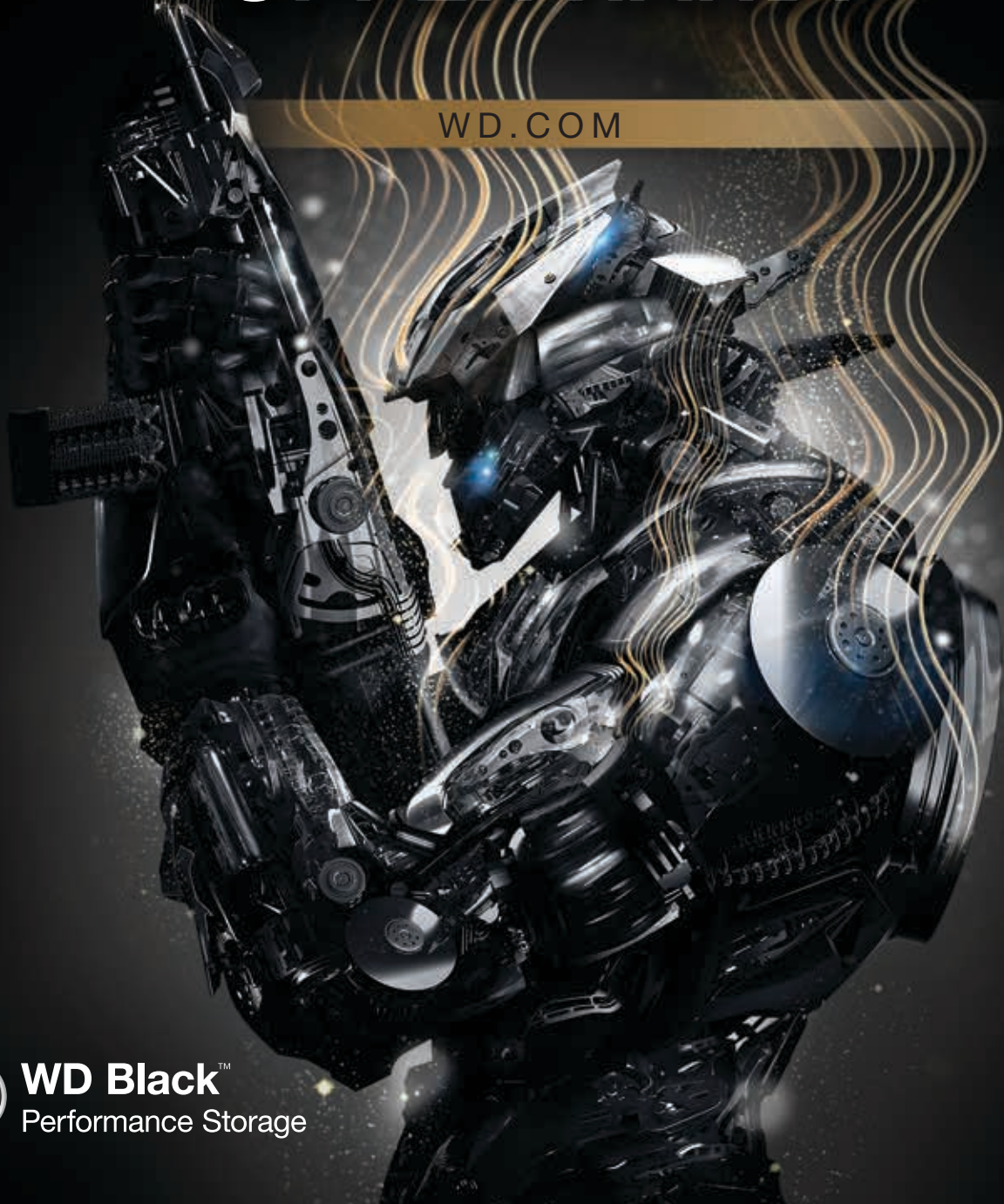


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