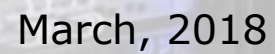




Western Digital.



Purple HDD Refresh



March, 2018

Western Digital

A Storage Solutions Leader

Agenda

- **Purple drives lineup**
- **3rd party review**
- **PURZ refresh improvements**



Purple Drives Lineup

WD Purple™

Surveillance Hard Disk Drives



Optimized for Surveillance

AllFrame 4K™ technology

improves ATA streaming to help reduce errors, pixilation, and video interruptions



24x7 Always On.

Built for 24/7, always-on, high-definition surveillance security systems.



Engineered for Compatibility.

Designed for home and business surveillance systems. Compatibility tested and designed with industry-leading system manufacturers



Wide Range of Capacities

1TB to 10TB* From small to large scale systems, to match your storage needs



WD Purple™

Products Lineup

Model#	Capacity	Interface	RPM Class	Cache
WD100PURZ	10TB	SATA 6Gbps	5400	256
WD80PURZ	8TB	SATA 6Gbps	5400	128
WD60PURZ	6TB	SATA 6Gbps	5400	64
WD40PURZ	4TB	SATA 6Gbps	5400	64
WD30PURZ	3TB	SATA 6Gbps	5400	64
WD20PURZ	2TB	SATA 6Gbps	5400	64
WD10PURZ	1TB	SATA 6Gbps	5400	64
WD05PURZ	500GB	SATA 6Gbps	5400	64

3rd Party Review

Best Hard Drives for Dedicated NVR 2018

3rd party review www.vueville.com

- 4th Generation
- 15 million shipped
- Optimised for recording multiple IP camera streams
- Low power
- AllFrame 4K technology feature
- Intelliseek feature

<https://www.vueville.com/home-security/cctv/nvr/best-surveillance-hard-drives-for-nas-nvr-and-dedicated-nvr-recommendations/>

Best Hard Drives for Dedicated NVR – My Recommendations

Dedicated NVR Drive: WD Purple Surveillance Drive



FEATURES (4TB)

- 5400-7200 rpm (Intellipower)
- 300,000 load/unload cycles
- 180 TB/year
- 5.1W power usage
- 3 years limited warranty

Buy from Amazon

The WD Purple drives is now in its 4th generation and has over 15 million drives shipped so far. These drives are optimised for recording multiple IP camera streams 24/7 under harsh conditions without consuming a lot of power. The features that let it do this are the AllFrame 4K technology and Intelliseek. Allframe 4K is WD's implementation of ATA streaming. When used in systems that support the ATA command set, the Purple drive can skip error correction if it encounters a write error. Why is this important? In a NAS the drive's priority is to ensure file integrity, and so it will try to correct the error slowing down write operations. In a surveillance system, if the drive slows down writing for the sake of error correction, the write buffer will quickly fill up with new video

Top 10 Best 1TB Hard Drives in 2018 Reviews

3rd party review 5productreviews.com

- Guarantees top performance
- Seamless operations
- High efficiency
- Famed for high-speed operation and low energy consumption
- Favorite choice

<https://5productreviews.com/best-1tb-hard-drives/>

PRODUCT
REVIEWS

HOME & GARDENING

ELECTRONIC

SPORT & OUT

7. WD Purple 1TB Surveillance Hard Disk Drive – 5400 RPM Class SATA
6 Gb/s 64MB Cache 3.5 Inch



[View on Amazon](#)

WD Purple Surveillance Hard Disk Drive The WD10PURZ operates at speeds as high as 5400 RPM and guarantees you of top performance. The 3.5-inch device features 64MB cache that provides seamless operation and high efficiency. It is based on the SATA technology that is famed for high-speed operation and low energy consumption. Due to its low birth rate, write-intensive nature, and stream-count application, it's a favorite choice for surveillance systems.

Pros:

- Fast and super quiet
- Decent speed
- High performance

An abstract graphic on the left side of the slide, consisting of multiple overlapping, flowing lines in shades of red, orange, yellow, and cyan. The lines create a sense of movement and depth, resembling a stylized wave or a digital signal.

Western Digital®