

Buffalo Technology announces SuperSpeed USB3.0 external hard drive and USB 3.0 PCI Express Interface Card



02 November, 2009 – Buffalo Technology, a global leader in the design, development and manufacturing of storage and wireless networking, today announces the first to market SuperSpeed USB 3.0 External Hard Disk Drive and supporting two-port USB 3.0 PCI Express Interface Card.

The DriveStation HD-HXU3 offers SuperSpeed transfer speeds of up to 130MB/s – three times faster than an ordinary USB 2.0 connection. With a slick, black glossy design and the choice of 1.0TB, 1.5TB and 2.0TB capacities, the DriveStation HD-HXU3 gives users the ability to quickly back up important data and share office work, digital photos, music and movies from one central location.

To support the new SuperSpeed DriveStation, Buffalo has released a new two-port USB 3.0 PCI Express Interface Card (PCI EI Card). The USB 3.0 PCI EI Card allows users to upgrade their PC, notebook or Mac to take advantage of the next generation of external hard drives that offer faster data transfer speeds than ever before.

Tim Scale, EMEA Product Marketing Director, Buffalo Technology, said: “The new DriveStation HD-HXU3 combines both USB 3.0 performance, and the latest hard disk technology, tied in with Japanese based Buffalo’s renowned high quality design to create a massive jump in performance, copying Gigabyte files in just seconds. We are truly excited to be the first to market with this amazing and groundbreaking technology.”

The DriveStation HD-HXU3 is backwards-compatible and will work with all USB 2.0 enabled computers, notebooks and Macs, as well as forthcoming USB 3.0 models. It is also compatible with Windows 7, Vista, XP and Mac OS X 10.4 or later.

Other key features of the DriveStation HD-HXU3 include:

- Includes Memeo™ AutoBackup Software for Windows or Macintosh
- Auto Power On/Off with your PC
- Eco Friendly Power Saving Mode (PC Only)
- Easy to Install and Set-up
- Compatible with PC and Mac
- For USB 3.0 transfer speeds, a USB 3.0 interface card (IFC-PCIE2U3) or USB port is required.
- 2 Years Warranty
- Available as 1TB, 1.5TB and 2TB capacities

Other key features of the IFC-PCIE2U3 include:

- Achieves ultra fast transfer speeds of up to 5 Gbps, 10 times faster than USB 2.0
- Available with two ports for connecting multiple devices
- Low profile bracket included to fit any desktop computer
- Backwards compatible with USB 2.0 devices
- 2 Years Warranty

Availability

The Buffalo DriveStation™ HD-HXU3 and USB 3.0 PCI E1 Card are available from November 2009 from Amazon, Dabs, Insight, Misco and other leading resellers:

HX-HX1.0TU3-EU – 1TB
HX-HX1.5TU3-EU – 1.5TB
HX-HX2.0TU3-EU – 2TB
IFC-PCIE2U3

-ENDS-

Notes to the editors:

About Buffalo Technology

Buffalo is a global manufacturer of innovative storage, multimedia, and wireless networking products for the home and small business. The company is recognised as the Number 1 total PC peripheral manufacturer in Japan, and was the worldwide consumer NAS market leader in 2005, 2006, 2007 and 2008 (In-Stat).

The company's storage products are addressing the needs of the individual and the business, providing cost-effective network attached storage (NAS), portable and desktop hard drives, multimedia players, Wireless LAN routers and a versatile line of USB flash drives, which together offer a complete and integrated solution for the small office and digital home environment.

Buffalo's product portfolio includes its TeraStation NAS devices which are specifically designed to bring Enterprise storage to the SMB. The LinkStation range of NAS products, takes multimedia NAS to the home. The LinkStation Live & Mini enables you to create a central location to store files, photos and music, simply and easily. The Nfiniti[™] range of easy-to-use, high performance wireless networking products for the SMB/SoHo and home user, with industry-leading AOSS[™] (AirStation One-Touch Secure System) technology, allows users to build and manage secure wireless networks at home or in the office at the push of a button.

Buffalo's strong international industry alliances with companies such as Intel, Broadcom[™], Nintendo and Microsoft have allowed it to lead the industry in the development of the latest technologies into practical tools for the business and the home.

Headquartered in Japan, Buffalo Technology has offices in the UK, France, The Netherlands, USA and Taiwan. For more information please visit www.buffalotech.com.

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