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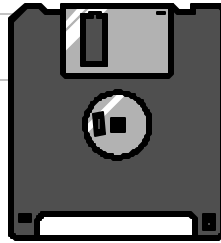
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AND ALL THAT JAZ—

THE NEW BENCHMARK FOR CAPACITY AND PERFORMANCE



Removable Gigabyte Disks, Unlimited Capacity At Less Than \$500 from Iomega

The new Jaz drive — a one-gigabyte removable drive, *still under development*, providing virtually unlimited capacity, will begin shipping by the end of this year. Prices, as low as \$499, are expected to be in line with today's fixed hard drives, and offer users one of the highest-capacity, fastest and most versatile disk drives for desktop and mobile computing.

Iomega expects the Jaz drive to find considerable acceptance at the high end of the home and small office/home office markets, where memory intensive applications such as multimedia, graphics, online services, games, and education programs make expandable storage a necessity. The Jaz drive is also ideal for 'power-user' markets such as video and audio production, electronic and desktop publishing, graphics, CAD/CAM and Fortune 1000 business. The 3.5-inch *gigabyte* Jaz disks are expected to sell as low as \$99 each. When users need additional hard drive space, they simply use another Jaz disk. The drive is capable of operating with virtually any desktop system ranging from Windows, Windows 95, Macintosh and OS/2 formats to high-end workstations.

A one-gigabyte Jaz disk will store and play: a movie (MPEG1 compressed), up to eight hours of CD quality audio, up to eight minutes of broadcast quality video, up to two hours of MPEG1 compressed DSS satellite quality video, a digital family album of more than 150 4x5 color photographs, or more than 20,000 scanned documents for document imaging. "People's Mouths Will Water!"

"Jaz opens up a new kind of usage for our systems," said Matthias Zahn, founder of FAST Multimedia, a leading developer of non-linear video editing systems using the IBM-compatible PC platform. "In one package, it offers the benefits of a high-capacity hard disk, portability and is as easy and interchangeable as a VCR tape."

Consumers will get infinite capacity from disks that are removable and portable for easier editing and transport and faster transfer rates at a price significantly less than anything on the market.

THE REAL KEY IS AFFORDABILITY

"Our customers range from hobbyist musicians to recording artists who want to store digital audio directly onto a high-capacity medium," said Steve Claflin, vice president of marketing for Ensoniq, a Pennsylvania manufacturer of electronic music keyboards and multimedia sound cards. "In the past, this has meant using expensive fixed media. Jaz brings high capacity and portability, which makes it a real breakthrough for digital audio recording."

UNPRECEDENTED PERFORMANCE

The Jaz drive is simply unmatched in the removable storage industry. It delivers 12 millisecond average seek time, 17.5 millisecond average access time and has a 256 kilobyte read/write cache. With a sustained transfer rate of up to 6.73 megabytes per second and a 10-megabyte-per-second synchronous SCSI transfer rate. Jaz is fast enough to deliver full-screen, full-motion video. As a backup solution, it can transfer a gigabyte of information in as little as five minutes, making it ideal for either desktop or network servers. And the Jaz drive is highly reliable, offering 250,000 hours of MTBF. The external drive itself is extremely portable and attractive.

Mr. Gill Boyd, Speaker / Journalist { CSN News { Email: 74152.604@compuserve.com

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Weighing just two pounds, it fits easily into a briefcase or computer carrying case.

For further info, 1-800-MY-STUF.