

Seagate Offers Easy Storage Expansion for the iPad and other Apple Mobile OS devices

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Key Points :

- Seagate introduced its GoFlex Satellite Mobile Wireless Storage device offering 500 GB storage capacity through a WiFi connection.
- The battery powered external hard drive allows users to take up to 500 GB of content with them and access it from their iPad, iPhone or other wireless iOS device.
- The product release is planned for July 2011.
- Technology originally developed for DAVE several years ago finally finds a market where it fills a need.

Article: Seagate introduced a 500 GB battery powered mobile wireless storage device that allows access from an iPad, iPhone, iPod or other Apple iOS device using a GoFlex media application now available on iTunes or through the web. This device will allow users to take their content libraries and other content with them and access them through their Apple mobile devices through their personal wireless storage device. The product is available now for pre-order and should be generally available by July 2011.

Local wireless storage allows better streaming video experiences since a local WiFi connection will not have the traffic issues accessing content over the web sometimes requires. The GoFlex Satellite wirelessly serves up media content as a local attached storage repository for up to three client devices at the same time. Stand-by battery life is up to 25 hours and the battery can support up to 5 hours of continuously streaming video. A progressive download feature allows the drive to remain off between downloads to support caching for the client iOS device, saving battery power.

Seagate is currently offering an Apple iOS application but plans to provide Android device support this summer. With the Android application an Android smartphone or tablet can access content on a GoFlex Satellite product through its browser. Media Sync software provided with purchase loads desired content to the GoFlex Satellite drive, including iTunes content.

Back in 2007 Seagate introduced a product called DAVE (Digital Audio Visual Experience) that offered a 1.8-inch HDD battery powered 10-20 GB external storage devices with both BlueTooth and WiFi connectivity. This device never really shipped and was more a technology demonstration. Apparently the market did not need mobile wireless external storage at that time. All this changed with the rise of the iPad and other tablet computers.

A large storage device for mobile tablet computers will increase the usefulness of these devices to more users. It is difficult to do this with external storage devices (with the iPad and other Apple products) when there is no USB or other standard external port available. Since these devices are built for almost constant connectivity in mind (including WiFi) a wireless storage device makes a lot of sense. We think that Seagate could do well with this product. Look for more products like this on the market in the not too distant future.