



## **MCE Ships 100GB/7200 RPM Hard Drive Upgrade for PowerBooks**

**IRVINE, CA, September 29, 2005** – MCE Technologies, LLC (MCE) has added a 100GB hard drive with a fast rotational speed of 7200 RPM to their MobileStor line of PowerBook, iBook and Mac mini hard drive upgrades. The MCE MobileStor 100GB/7200RPM drive is the highest performance drive available at the 100GB capacity for the Apple PowerBook and sports an 8MB cache buffer. The drive has a suggested retail price of \$399 and is available for immediate shipment.

“Our new MobileStor 100GB/7200RPM drive is the ideal pairing of speed with capacity and makes light work out of any data intensive task the PowerBook G4 might give it during video editing, dvd creation, image retouching or otherwise,” stated Arnold Ramirez, president of MCE.

The MCE MobileStor 100GB/7200RPM PowerBook hard drive upgrade is compatible with all Apple PowerBook G4 models, and can also be installed into any iBook G4, PowerBook G3, iBook G3, and Mac mini models.

The MCE MobileStor 100GB/7200 RPM PowerBook hard drive’s most impressive feature besides its sheer capacity is its rotational speed of 7200RPM. This gives the drive the ability to have sustained data transfer rates of over to 75MB per second with burst transfer rates of up to 100MB per second. The drive is also designed with an 8MB read and write cache buffer. This allows the drive to anticipate which data will be requested next by the PowerBook, and the drive will pre-load this data into its high-speed buffer. If the PowerBook does request this pre-loaded data then the drive responds immediately, transmitting the data from its super-fast memory buffer, completely eliminating the latency involved in having to search for the data on its disk. The larger the cache, the greater chance the data will already be pre-loaded. Since most drives include only a 2MB buffer, the MobileStor 100GB/7200RPM’s 8MB buffer gives it a further performance advantage.

The MobileStor 100GB/7200RPM drive’s fluid dynamic bearing technology reduces acoustic noise by up to 20% over drives without this feature. The drive also features a low-power idle mode to help conserve PowerBook battery life during non-hard drive intensive activities.

The MCE MobileStor 100GB/7200RPM PowerBook hard drive upgrade has a suggested retail price of \$399 and includes an illustrated installation guide and an installation kit containing the tools needed to properly install the drive. More information can be found online at <http://www.mcetech.com/ms.html>.

MCE Technologies is a leader in the development of innovative storage peripherals for the Apple Macintosh platform and markets a wide range of Macintosh related products and solutions to distributors, dealers and end users. MCE is based in Irvine, California and can be reached by telephone at (800) 5000-MAC (800-500-0622) in the U.S. or at (949) 458-0800 internationally. MCE Technologies can be found on the Internet at [www.mcetech.com](http://www.mcetech.com).

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