



New MCE PowerBook Hard Drive Upgrade Touts Desktop-Level 160GB Capacity

IRVINE, CA, January 17, 2006 – MCE Technologies, LLC (MCE) has added a 160GB hard drive with a fast rotational speed of 5400 RPM to their MobileStor line of PowerBook, iBook and Mac mini hard drive upgrades. The MCE MobileStor 160GB/5400RPM drive is the highest capacity drive available for the Apple PowerBook and includes an 8MB cache buffer. The drive has a price of \$399 and is available for immediate shipment.

“Our new MobileStor 160GB hard drive upgrade brings desktop-level storage capacity and performance to the PowerBook G4 providing much needed breathing room to mobile video editors and graphic designers, as well as to anyone who wants to take everything with them when they hit the road with their PowerBook,” stated Arnold Ramirez, president of MCE.

The MCE MobileStor 160GB 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 160GB PowerBook hard drive’s most impressive feature is its sheer capacity. The drive’s engineers have developed a method of standing data bits on end within the disks platters as opposed to the previous method of hard disk data recording which was to lay the bits down horizontally, parallel to the platter. Since the platter’s depth is now used to store bits vertically through the platter, more bits can be packed into the platter... hence the higher capacity. In addition, because a slightly thicker recording layer is used the risk of thermal decay is decreased and this greatly enhances reliability in demanding high temperature and rugged operating environments. The MCE MobileStor 160GB PowerBook hard drive has sustained data transfer rates of up to 44MB 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 what data will be requested next by the PowerBook and the drive will pre-load this data into its cache buffer. If the PowerBook requests this pre-loaded data then the drive responds immediately, transmitting the data from its super-fast cache buffer, eliminating completely 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 160GB’s 8MB buffer gives it a further performance advantage.

The MCE MobileStor 160GB PowerBook hard drive upgrade is priced at \$399 and carries an industry-leading five year warranty. All MCE MobileStor drives include an installation guide and an installation kit containing all tools and items necessary to properly install the drive.

MCE develops and markets a wide range of Apple Macintosh related products and solutions to distributors, dealers and end-users. MCE is based in Irvine, California, 800-5000-MAC, 949-458-0800, and can be located on the internet at www.mcetech.com.

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