



# Announcing the Ridata 32 GB 2.5"IDE Ultra-S Solid-State Drive for the Industrial Market

Antarra Communications, February 11, 2008

URL: <http://www.pr9.net/comp/hardware/7293february.html>

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PR9.NET February 11, 2008 - Diamond Bar, Calif. - Advanced Media, Inc., is the manufacturer and marketer of the popular Ridata brand of recordable CD and DVD media, electronic storage products, and digital media accessories. The company announced today another addition to its award-winning Ridata Solid State Drive (SSD) product line up. The Ridata 2.5" IDE Ultra-S is available in a 32 GB capacity in late February. A 64 GB version will be available at the end of Q1 2008.

"We are pleased to be among the first to provide the industrial marketplace a Solid State Drive alternative to Hard Disk Drives. The rugged characteristics of SSD drives offer a host of benefits over traditional hard disk drives. Cool and silent running; fast data access times; dependability and resistance to harsh environments make SSD drives a serious contender for eventually replacing Hard Disc Drives," remarked Harvey Liu, Advanced Media President.

## Technology

The Ridata 2.5" Ultra-S IDE SSD drive is a cutting-edge solid-state flash disk, based on NAND flash technology. It has no moving parts, which allows it to be virtually silent, run cooler, and use less power than a traditional hard disk drive. Using single level-chip (SLC) technology, the Ridata SSD drive provides consistent performance in a variety of harsh environments using extremely low-power consumption compared to traditional hard disk drives.

## Features

The new drive offers a sustained read speed of up to 50 MB/per second and a sustained write speed of up to 45MB/per second. It supports the Industry Standard IDE (ATA) Protocol that ensures it is fully compatible with devices and Operating Systems that use the IDE 44-Pin standard. Inherently resistant to vibration, shock, and temperature extremes, it is very reliable with more than 4,000,000 hours Mean Time Between Failures (MTBF).

The drive requires a five-volt power supply. Because of its low-power consumption, user time on mobile computing applications is dramatically extended. Having no mechanical parts, low power consumption, and minimal heat generation, the Ridata SSD drive will help create a greener environment.

## Operating Environment

The Ridata SSD drive provides consistent performance and handles extreme operating temperatures up to 70°C and is tolerant to a wide range of -5°C to 75°C temperatures. For safe data storage, its temperature can range between -55°C ~ 95°C and the drive has up to 95% non-condensing humidity resistance assuring long-lasting data storage. The Ridata SSD has sleek, black plastic housing and is among the lightest-weight storage drives available with dimensions of 100 x 69.8 x 9mm. It is excellent for performance-driven and rugged environments, such as industrial, professional, and military applications.

## Availability

The Ridata 2.5" IDE based SSD cards will be available in late-February. Visit [www.ritekusa.com](http://www.ritekusa.com) for more information.

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Antarra Communications' award winning track record, long-term client relationships and personal commitment have successfully crafted our client's campaigns within a variety of industries. Our customers get the inside scoop on all of the editorial, product placement and industry related services to most effectively get their message out.

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