

Hitachi GST, Cooliris Change the Face of Personal Storage

New Hitachi™ LifeStudio™ external hard drive family incorporates Cooliris™ 3D Wall user experience for unparalleled navigation of personal content and rich media both offline and online

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News Facts

[Cooliris](#), innovator of the fastest and most stunning way to engage with media on desktops and devices, and Hitachi Global Storage Technologies ([Hitachi GST](#)) are working together to boldly redefine the personal storage user experience with the launch of Hitachi's new [LifeStudio external hard drive family](#).

Understanding consumer storage needs better than anyone, Hitachi teamed with Cooliris to provide an unprecedented external storage solution that seamlessly protects and pulls digital memories together with online social content and entertainment into one stunning 3D wall powered by Cooliris.

LifeStudio customers can also enjoy access to content from more than [one-hundred Cooliris premium content partners](#), including *The New York Times*, CBS and Hulu.com. Using Cooliris' innovative 3D Wall technology as the foundation of the LifeStudio user interface, Hitachi added additional features and functionality, such as automatic organization of content, integration of online and cloud backup in one solution, and the ability to pull in content from disparate sources, taking the hard drive to new levels.

How It Works

After a quick install of the LifeStudio software, the drive's innovative technology instantly kicks in. User content – photos, videos, music, and documents stored on the computer, any connected USB storage device, or online sites such as Facebook™, Flickr™ and Picasa Web Albums™ – instantly and automatically begins to appear in chronological order on the stunning 3D Wall powered by Cooliris.

Like no other external drive, the Hitachi LifeStudio drive also lets customers view and interact with photos from these top online sites all from within the 3D Wall. With content displayed and automatically organized in one location, it's easier to find, access and share.

Supporting Quotes

"We are thrilled to add Hitachi to our growing list of technology partners with the launch of the new LifeStudio family, and play a game-changing role in the

external storage space,” said Soujanya Bhumkar, co-founder and CEO, Cooliris. “Consumers can easily back-up their growing collections of digital content and also intuitively organize, search and share, using Cooliris and the additional power and functionality of the LifeStudio family of external drives.”

“Hitachi GST continues to seek out innovative technology companies to help deliver the most unique products and experiences to market,” said Mike Williams, general manager and vice president, Hitachi GST Branded Business. “Cooliris has been a great company to work with. Together, we’ve created an integrated, seamless and very unique experience for consumers – no other external hard drive can or will provide a software experience like the LifeStudio family of external drives, powered by Cooliris.”

Supporting Resources

- [Cooliris](#)
- [LifeStudio](#)
- [Hitachi GST](#)
- [Cooliris Blog](#)

About Cooliris

[Cooliris](#) was founded in January 2006 with a simple mantra: "Think beyond the browser". We focus on creating products that make discovering and enjoying the Web more exciting, efficient, and personal. Each of us is passionate about serving our users without compromise and seeing that our products deliver the best experience possible. Headquartered in Palo Alto, CA, Cooliris is backed by Kleiner Perkins Caufield & Byers, DAG Ventures, the Westly Group, and T-Venture. For more information, please visit <http://www.cooliris.com/company/>.

About Hitachi Global Storage Technologies

Hitachi Global Storage Technologies (Hitachi GST) develops advanced hard disk drives, enterprise-class solid state drives, and innovative external storage solutions and services used to store, preserve and manage the world’s most valued data. Founded by the pioneers of hard drives, Hitachi GST provides high-value storage for a broad range of market segments, including Enterprise, Desktop, Mobile Computing, Consumer Electronics and Personal Storage. Hitachi GST was established in 2003 and maintains its U.S. headquarters in San Jose, California. For more information, please visit the company’s website at <http://www.hitachigst.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled

8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

One GB is equal to one billion bytes and one TB equals 1,000 GB (one trillion bytes). Actual capacity will vary depending on operating environment and formatting.

Hitachi external hard drives and Hitachi Backup serve as an element of an overall backup strategy. It is recommended that users keep two or more copies of their most important files backed up or stored on separate devices.

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