



100GB Hard Drive for PowerBooks Now Shipping from MCE

IRVINE, CA, October 19, 2004 – MCE Technologies, LLC (MCE) has added a 100GB hard drive to top off their MobileStor line of PowerBook hard drive upgrades. The 100GB drive is the highest capacity drive available for the Apple PowerBook and sports an 8MB cache buffer. The drive has a price of \$279 and is available for immediate shipment.

“Today’s PowerBook G4 is a high performance multimedia workstation and demands a high capacity, high performance hard drive such as our new MobileStor 100GB drive,” stated Arnold Ramirez, president of MCE.

The MCE MobileStor 100GB PowerBook hard drive upgrade is compatible with all Apple PowerBook G4 models, and can also be installed in iBook G4, PowerBook G3, and iBook G3 models.

The MCE MobileStor 100GB PowerBook hard drive’s most impressive feature besides its sheer capacity is its 8MB read and write cache buffer. The drive actually anticipates what data will be requested next by the PowerBook and will pre-load this data into its cache buffer. If the PowerBook does request 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 100GB’s 8MB buffer gives it a great performance advantage.

The MobileStor 100GB 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 PowerBook hard drive upgrade is priced at \$279 and includes an installation guide.

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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