Seagate Technology - Corporate Overview

As digital content, such as music, video, photos and games, becomes more integrated into everyday life, the idea of static data storage is becoming obsolete. In today’s on-demand world, you want to access, share and secure your digital content using dynamic storage solutions that give you the freedom to do business, create and interact—anytime, anywhere. From protecting treasured family photos and personal music collections to developing next-generation consumer electronics devices and large enterprise networks, Seagate delivers advanced digital storage solutions to meet the needs of today’s consumers and tomorrow’s applications.

Setting Content Free
When the first hard drives began shipping in 1956, only big corporations could afford the cost and space required for these one-ton behemoths. Today, digital storage is all around us. Whether you realize it or not, you are probably interacting with digital storage devices on a daily basis. Every time you visit an ATM machine, record and replay a favorite TV show on your DVR or download a song to your portable media player, you are accessing or storing information on a hard drive. Every day, content passes through numerous types of storage devices before it makes it to your office computer or personal media player. Hard drives today are involved not only in the storing of content but also in the transfer and creation of it. In our culture of downloading and instant access, you can find a seemingly endless amount of content to download, enjoy and share—whenever, wherever you want.

The digital storage market continues to grow at a rapid pace—fueled by the explosion in content being created and consumed, as well as new legislation requiring businesses to store specific records and information. Storage solutions today aren’t just about keeping your valuable data safe and secure but also helping your information and media be as accessible and flexible as you need it to be. Now you can access and take your content wherever you go—in your car, on your business trip, to the gym. From home entertainment consumer electronics devices to large enterprise data centers, Seagate digital storage solutions empower you to make the most of your content—for business and pleasure.

Seagate Technology Leadership—Innovation Optimized
With more than a quarter century of industry expertise, Seagate continues to be the driver of innovative solutions for the storage industry. Today no other hard drive manufacturer matches Seagate’s breadth of solutions. With more than 40 products covering home computing to enterprise data centers, Seagate delivers advanced solutions for every industry that requires digital storage. The company leads the industry in research and development, with a focus on bringing to market new technologies that will meet the needs of future generations. Since its inception, Seagate has consistently delivered breakthrough innovations and raised the bar for digital storage solutions. The company has been first to market with technologies that power your digital life, from the home to the hand to the car and the office, such as perpendicular recording, hardware-enabled full disk encryption and hybrid drives, and continues to invest in the development of new technologies to increase performance, speed and areal density (the ability to store more data in less space).

Personal Computing—Today’s on-demand world requires more computing performance, mobility and reliability than ever before. Seagate delivers award-winning products for both desktop and high-end PCs, as well as laptops and mobile computing devices. Innovative technologies such as perpendicular recording and full disk encryption elevate today’s personal computing experience.

With the acquisition of Maxtor, Seagate also offers the most extensive portfolio of retail branded storage solutions to address the needs of the small business, home and home office. From pocket and pushbutton backup drives to personal servers and network storage solutions, Seagate enables you to get the most out of your business and personal content in the office, at home or on the road.

Consumer Electronics (CE)—Seagate has been at the heart of the consumer electronics revolution since its beginning. As the leading hard drive supplier for the CE market, Seagate offers storage solutions specifically designed to meet the demands of a number of increasingly sophisticated CE applications. Whether it’s advanced gaming consoles, digital video recorders, portable media players or automotive GPS systems, Seagate hard drives enable CE manufacturers to develop next generation devices for today’s consumers.

Enterprise—Enterprise applications are the backbone of storage for the world’s data. Businesses today are being challenged to relyably store, manage and protect vast amounts of information. With a broad range of products optimized for fast-growing enterprise applications, Seagate is the leader in delivering best-in-class, innovative enterprise storage solutions. Seagate hard drives enable mission-critical storage systems to run cooler, faster and more reliably, helping businesses reduce costs and improve efficiency.

Platforming and Vertical Integration—Streamlining the Process
As the leader in the industry, Seagate has focused on building business efficiencies, such as platforming and vertical integration, that give the company a competitive edge. Platforming has helped Seagate deliver a comprehensive product portfolio by allowing the company to apply one core technology platform to create multiple products. The company has applied the platforming concept to the manufacturing process, allowing Seagate to manufacture 1-inch, 1.8-inch, 2.5-inch and 3.5-inch hard drives on the same factory line to further increase efficiencies and improve product quality and margins.

Vertical integration also plays a large role in streamlining the design and development process. Seagate designs, owns and manufactures all of the core technologies needed to develop individual storage products, including heads, media,
motors and printed circuit boards. Without reliance on third parties to supply components, the company has complete control of its entire development process and product roadmap—from component supply to technology improvements. As a result, product quality, margins and time to market are vastly improved—enabling Seagate to quickly meet the quality, reliability and supply demands of its customers.

Seagate Technology has been at the forefront of the storage industry for more than 25 years. With corporate offices in Scotts Valley, California, Seagate employs more than 56,000 people around the world—all contributing to the development of the company’s next-generation storage products. From the first 5.25-inch hard drive for the PC to the development of perpendicular recording technology, the company has been pioneering new industry standards that have fueled advancements in the digital information age. Through technology leadership and innovation, Seagate continues to help individuals and businesses maximize the potential of their digital content in an ever-evolving, on-demand world.

**Seagate Technology Company Milestones**

The following are significant dates in Seagate’s history.

- **May 2006**  Seagate acquires Maxtor Corporation
- **April 2006**  Introduces world’s first 750GB disc drive
- **February 2006**  Introduces world’s first 12GB 1-inch disc drive
- **January 2006**  Named *Forbes Magazine* 2006 Company of the Year
- **October 2005**  New LG High Definition Plasma TV Has Built-In Seagate Hard Drive
- **September 2005**  Seagate acquires Mirra Inc
- **August 2005**  Seagate wins “Company of the Year” and “Best Product Innovation” ARC Awards from VarBusiness Magazine
- **July 2005**  Seagate ships quarterly record 27.3 million hard disc drives
- **June 2005**  Seagate does it again…drives innovation with 10 new, groundbreaking hard disc drives: First perpendicular recording 2.5-inch drive, and first drive with Full Disc Encryption data security
- **June 2005**  U.S. Congress Recognizes Seagate Engineer for Advancing Society, Culture and Commerce
- **May 2005**  Seagate honored for advancement of women in the workplace
- **March 2005**  Seagate ships 10 millionth 15K RPM disc drive
- **February 2005**  PC World names Seagate Barracuda 7200 Best Hard Drive
- **December 2004**  Seagate CTO Mark Kryder honored as Top Technology Innovator by VARBusiness Magazine
- **June 2004**  Seagate launches 12 new products -- an unprecedented array of disc drives to target a wide range of applications like MP3 players, DVR, consumer electronics, notebook computers, PCs, servers and corporate data centers.
- **February 2004**  Seagate announces Savvio, the industry’s first 2.5-inch enterprise disc drive
- **October 2003**  Seagate recognized by Sun as 2003’s Best Disc Drive company
- **September 2003**  Seagate announces highest areal density at 100GB per platter
- **August 2003**  VARBusiness magazine names Seagate #1 in Innovation and Enterprise disc drives
- **June 2003**  Seagate enters notebook market with Momentus 2.5-inch disc drive
- **January 2003**  Seagate ships record 18.3 million disc drives in quarter ended December 2002
December 2002 Seagate re-enters the public market (NYSE: STX)

November 2002 Seagate delivers industry's first Serial ATA disc drive -- the Barracuda ATA V

November 2002 Seagate demonstrates perpendicular recording areal density of 100 gigabits per square inch

August 2002 Seagate successfully demos HAMR technology - HAMR aims to increase areal density by more than 100 times

May 2002 Seagate announces Cheetah 15K.3 - its third generation 15,000 RPM drive one year ahead of the competition

October 2001 Microsoft Xbox ships with Seagate disc drives

August 2001 VARBusiness Magazine names Seagate Top Hard Drive Vendor in reader poll

March 2001 Second-generation Cheetah X15 introduced – one year ahead of the competition

November 2000 Seagate introduces the world's highest capacity disc drive – Barracuda 180 Gbyte

February 2000 Seagate introduces world's first 15,000 RPM disc drive – Cheetah X15

January 2000 DISHPlayer 500 integrates Seagate disc drives – Seagate is world's largest digital video recorder and Consumer data storage provider

April 1999 Seagate ships its 250 millionth disc drive

August 1998 Seagate Research is established in Pittsburgh, PA – USA

March 1998 Seagate produces one billionth magnetic recording heads

October 1997 Company introduces world's first fibre channel interface disc drive

October 1997 Seagate introduces first 7,200 RPM, Ultra ATA drive for desktop computers

October 1996 Seagate introduces the first 10,000 RPM drive – Cheetah family

February 1996 Seagate and Conner Peripherals merge to form the world's largest independent storage device manufacturer

May 1993 Seagate ships 50 millionth disc drive

November 1992 Seagate first-to-market with shock-sensing technology for 2.5-inch disc drives

November 1992 Seagate introduces the first 7,200 RPM disc drive

1989 Seagate acquires Imprimis Technology – High Capacity Drives and Components

1980 Seagate builds industry's first 5.25-inch hard drive

1979 Seagate founded as disc drive manufacturer