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 reliably 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