

GAMING WITHOUT LIMITS



It's your world. If you aim to be the fastest driver, the toughest fighter or to command your own battle, you want to win. And you have less chance of winning if you haven't got the right tech set up to support you.

You've chosen your favourite console, you'll want to choose the best data storage too. Don't just dream about gaming without limits anymore – add the space and the speed you need every time.

Choose an internal hard drive upgrade or a high-capacity external drive for PC. Add an instant storage boost for your games console. Extra storage gives you a boost when you need to play and win big.

Whether you play from home, or are looking for a portable drive you can take with you to friends' houses or tournaments, you'll find storage that exactly fits your data needs.

STORAGE TIPS



- Update your kit with a high-performance internal hard drive designed to give you non-stop play without delays.
- With a specialised external portable drive, you can run games faster and will have limitless room to build a massive games library.
- Look for hard drives tailored to support your X-Box or Playstation to give you the best start to your gaming adventure.



WE'RE ALL (CREATING IT SO WHERE DO YOU KEEP YOURS?)

A simple guide to today's data storage solutions

We all create and consume content every day – whether that’s pictures, videos, music, games or other files. Over the last two years alone, 90% of the data in the world was generated.

So much data is being shared every day only the biggest numbers describe it – 1.2 trillion digital photos were taken in 2017, 4.7 trillion photos were stored. What does that even look like?

Big numbers are hard to understand. That’s an average of 160 photos for every one of the world’s 7.5 billion people. What does that mean?

When you start to zoom in, that precious video of a daughter taking her first steps – that means something. That priceless photo of a son, winning his first race. That’s important.

When you want to hold on to a cute cat video that makes you smile every time, or listen again to the song that was playing on a first date. When you want to capture a faraway sunset and share it with friends and family back home.

Then it means everything.

When you’re starting a new collection of memories, you’ll need somewhere special to keep and revisit life’s best moments. Getting it right means keeping your memories safe. And here’s what you need to do just that.



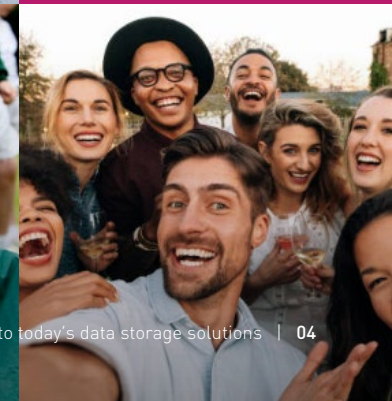
Digital photos taken in 2017
1.2 trillion
...that’s a lot of zero’s
1,000,000,000,000,000



Digital photos stored in 2017
4.2 trillion




Average images stored by every one of the world’s 7.5 billion people
160 photos



LIVE YOUR LIFE, SAVE YOUR MEMORIES



 **Nothing lasts forever.**
A first home together,
new pets, a first step
or a word, a first day at school.
All the little moments that
make up your lives together.

It's easy to record these moments, but how do you save them to treasure, revisit and share?

If you have photos, videos, text documents, music and other files to store at home, or if you want to record and playback programs, you will want to keep them safe and secure.

You need to be sure that they are easy to back up and that you can recover data if any was accidentally lost from your smartphone, computer, or home.

External hard drives are a simple and straight-forward way to store your data, and come with different amounts of capacity so that you can tailor them to your needs.

STORAGE TIPS



- Expand how much data storage space you need by adding more than one portable hard drive.
- Extend your storage to a desktop drive which will have more capacity and allow you to organise files together in one place.
- Or if you want to access your data from multiple computers, tablets or smartphones, you can choose a network drive, which can be accessed wirelessly.
- You could also consider upgrading your machine's internal hard drive to give you more space and better performance.



When you have a lifetime of memories, you'll want to save the best ones for future generations.

Treasured photos of your children when they were younger, new photos of grandchildren you can proudly share with family and friends.

You can transfer and save your old music collection and organise it the way you want it into a storage format you can rely on. You'll want something simple to use and easy to set up, so you won't need to ask for help from busy grown-up children.

And you'll want somewhere to store all those important documents you might need to share one day - just in case.

Different types of hard drive can offer you a range of solutions.

STORAGE TIPS



- Desktop hard drives with high capacity give you space to organise large amounts of data. You can access them as often as you wish, or leave them to be stored until you need them.
- Take a portable drive when you visit friends and share favourite grandchildren photos and your proudest grandparent moments.
- With a network drive you can upload data and access it from all the different devices in your home. You can even get secure internet access to your data cloud - great for when your children move away but still want to access your organised data files, music library or programs.



STORAGE AT A GLANCE

MAKING IT EASY TO WORK OUT WHAT'S BEST FOR YOU

by Getty Images



EXTERNAL HARD DRIVES

Perfect solution to back up and store important data, from family images through films and music to critical text documents.

External drives come in different shapes, sizes and colours. Store important files in as little capacity as 500GB; films, music and photos for the family might need up to 1TB storage. Drives over 1TB can be used for project files from creative software, or for very large amounts of home or work data.

Different devices have different USB connectors too, so remember to check what you need to connect to your computer.



BEST FOR
ANYONE WHO WANTS TO BE SURE TO HOLD ON TO THEIR IMPORTANT DATA



INTERNAL HARD DRIVES

These are the hard drives that sit inside your computer, and can be the limiting factor in how fast or how much your computer can do.

You might choose to upgrade your current laptop or desktop by installing an internal drive to increase performance and capacity.

Either standard hard drives or solid state hard drives (SSD) are available, tailored to whether you want more capacity or more speed for your computer.

As with all hard drives, if you really can't bear the thought of losing any data, you can look at recovery service plans in advance.



BEST FOR
PCS OR LAPTOPS THAT NEED MORE SPEED OR CAPACITY



NETWORK DRIVES

Network attached storage drives (NAS) will give you wireless access to your stored data, and work well when you have multiple devices – laptops, desktops, tablets, smartphones – that need to access the drive.

It's easy to connect to the storage wherever you are – all you need is an internet connection.



BEST FOR
FAMILIES WITH MULTIPLE DEVICES THAT NEED TO ACCESS THE SAME DATA



CLOUD STORAGE

With cloud storage you can access all your data from any device. Important files are encrypted, stored online and accessible from absolutely anywhere.

There is no physical device to care for or transport – all the good stuff happens in the cloud.



BEST FOR
SHARING DATA WITH PEOPLE IN OTHER LOCATIONS



PORTABLE HARD DRIVES

Great small and lightweight extra space for laptops when you're travelling or working away from home.

Power comes from a normal USB connection, so you don't need to be near a mains socket. Often these are stylish and sleek and can match your home and home office décor or co-ordinate with your favourite tech.

These are available for PCs and for Macs, to offer the best connectivity.



BEST FOR
QUICKLY ACCESSING DATA
AT HOME AND ON THE MOVE

BEST FOR
EXPANDABLE CAPACITY
TO HANDLE LOTS OF DATA



SOLID STATE HARD DRIVES

Solid state hard drives (SSD) can be faster and more durable than standard hard drives.

With no moving parts, they travel better and are a little more robust when you are on the move.

Internal drives can be added to a laptop, or external drives can be easily taken with you as they are very portable. They may have less capacity than a traditional drive, so consider that when making a choice.



BEST FOR
WITHSTANDING THE ROUGH
AND TUMBLE OF TRAVEL

BEST FOR
SPEED OF ACCESS



DESKTOP HARD DRIVES

These devices work well if you are backing up a desktop PC or other device that isn't going anywhere.

Powered by mains electricity and with various options of USB connectivity, these drives are the monsters of data storage, with bigger capacities to make sure you can keep large amounts of data safe and secure for your home or business needs.

You should check out transfer speed if this is important, and also what connectivity the drive has – USB 3 or USB-C are very popular.



BEST FOR
LONG-TERM STORAGE FOR
A LIFETIME OF MEMORIES

BEST FOR
SPACE TO HOLD ALL OF YOUR ORGANISED
HOME OR BUSINESS DOCUMENTS



GAMING HARD DRIVES

For pure power and speed, you can look at some of the specialist devices that are available to support gamers.

Be fast and ruthless in your game playing and be the same about your data storage. Internal drives will supercharge your PC gaming, while external drives can be very handy when you are playing away from home.

By adding capacity through a gaming drive, you'll enjoy an enhanced gaming experience.



BEST FOR
SPEED AND CAPACITY TAILORED
TO PC OR GAME CONSOLES

BEST FOR
WINNING

DATA STORAGE FOR YOUR LIFESTYLE

AT HOME OR AWAY, WORK OR PLAY - WHAT'S BEST FOR YOU?



More people than ever are working from home either full or part-time.

You have a reputation for organisation and reliability and you are responsible for your own technology decisions.

You need the right tools and tech to run your business. The tech also needs to look good in your home when you are finished for the day and your office turns back into your home.

Whether you are looking for good looks to match your wallpaper or your existing tech, there's a wide variety of external drives with the capacity, security and compatibility to support your business growth.

STORAGE TIPS



- You can work right off a portable hard drive – wherever you are, with drives working straight out of the box and good for your commute or coffee shop working.
- With good security for clients' data, fast performance speeds and easy sync for important files and projects, a backup or desktop drive that you can leave at home will be sure to keep your data safe.
- Look for products with future-proof compatibility – support for USB 3, USB-C, and lots of room for growth and expansion. And whether you are a Mac or PC user, there will be a drive to suit your specific needs.



We've all seen the Instagram images, received the postcard, watched people working from any location, travelling and working their way around the world.

Whether you are seeing the sights for the first time or keeping on the move while you follow an exciting path, you'll be creating data that needs to be stored and accessed at some point in the future – you can't risk losing a record of that once-in-a-lifetime experience.

If you are on the move and living a mobile lifestyle, you need your data to feel at home wherever you are working or playing.

Your data is a dependable constant in the continual change of life on the move, and you need peace of mind with back up and recovery plans easily available.

STORAGE TIPS



- You can travel light, back up, expand your storage capability with external hard drives that are slim and easily portable
- You need rugged and robust plug and play devices that aren't reliant on your location to perform well. Look for ones that will even charge your mobile devices at the same time.
- If you need to store your data until you return home, share it with others on the way, or quickly access files, you will find an external hard drive to suit the toughest conditions.

