



Samsung Portable SSD

Branded Product Marketing Team, Memory Business

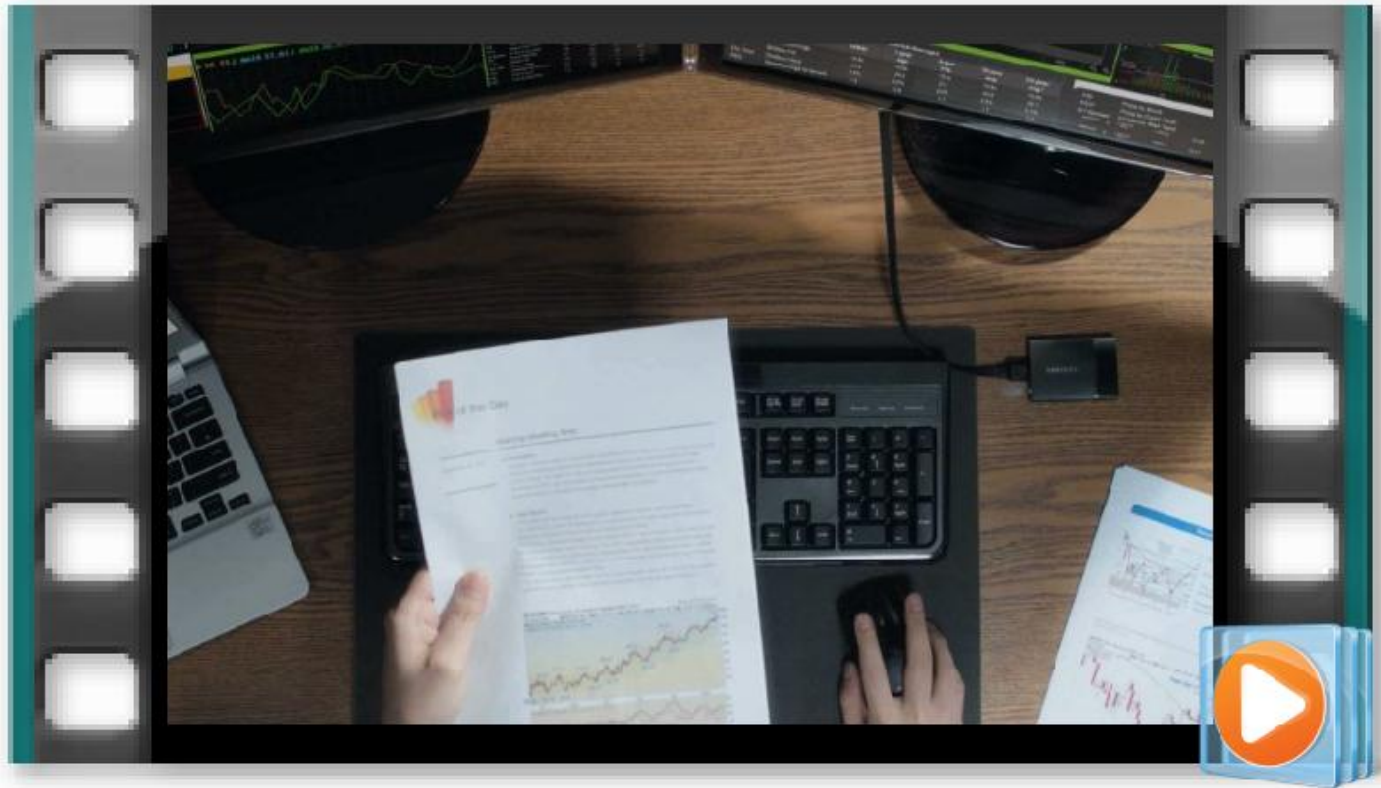


New concept of
external storage

=

PORTABLE SSD

Samsung Portable SSD T1



Target Segment of Market

External storage has two main market segments, PC-connected and mobile device-connected. Portable SSD targets the PC-connected segment.

PC-connected

- High Capacity
- Productive
- Performance
- Private
- Reliable



Mobile Device-connected

- Low Capacity
- Entertainment
- Compact
- Shareable
- Convenient



Product Positioning

My Portable Portfolio : Fast. Safe. Stylish.

Samsung Portable SSD T1 is a Portable Portfolio that shows who we are by representing ourselves with a stylish design, and enhances our work with faster speeds and safer data protection through Samsung's leading SSD technology.

Why Samsung Portable SSD T1 ?

Fast.

Save your precious time with instant feedback & fast read/write speeds

Safe.

Keep your data safe from unwanted access and physical damage



Stylish.

Express yourself with a premium design optimized for portability



Fast.

Save your precious time with instant feedback and fast read/write speeds

- ① Max. 450MB/s Sequential Read/Write Speeds
- ② Responsiveness As Fast As Internal SSD


Enabled by USB3.0 high-speed interface and Samsung TurboWrite technology



Fast.

Save your precious time
with instant feedback and
fast read/write speed

Performance Comparison

		T1	External HDD	Difference
Sequential (TurboWrite) 	Read	450 MB/s	115 MB/s	4 X faster
	Write	450 MB/s	115 MB/s	
Random 4KB, QD1	Read	8,000 IOPS	125 IOPS	64 X faster
	Write	21,000 IOPS	200 IOPS	100 X faster

* Performance benchmark products : Samsung Portable SSD T1 500G, external HDD 500G

Fast.

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fast read/write speed

Feature Highlights

① Max. 450MB/s Sequential Read/Write Speeds

User scenario Test

		Samsung Portable SSD T1 (500GB)	External HDD (500GB)	Difference
Large file transfer	3GB movie file	8sec.	26sec.	3~4X faster
	10GB movie file	27sec.	85se.	
Multiple small file transfers	10MB photo 200ea	3sec.	18sec.	6~7X faster
	10MB photo 500ea	10sec.	65sec.	

* USB3.0 interface, PC internal Storage is SSD

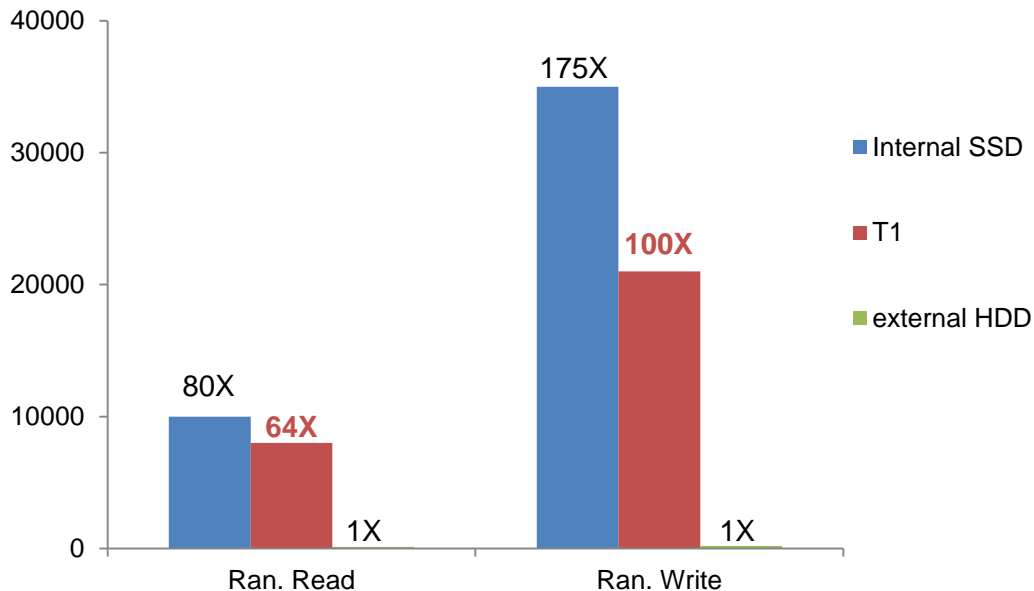
Fast.

Save your precious time
with instant feedback and
fast read/write speed

Feature Highlights

② Responsiveness As Fast As Internal SSD

Random Performance Comparison



Safe.

Keep your data safe from unwanted access and physical damage

- ① Advanced Security & Convenient Set-up
- ② Shock Resistance
- ③ Dynamic Thermal Guard

Enabled by AES 256Bit hardware encryption, password software, flash-based storage and Samsung SSD controller technology





Stylish.

Express yourself with a premium design optimized for portability

- ① Sleek Premium Design
- ② Slim and Compact Size for Portability

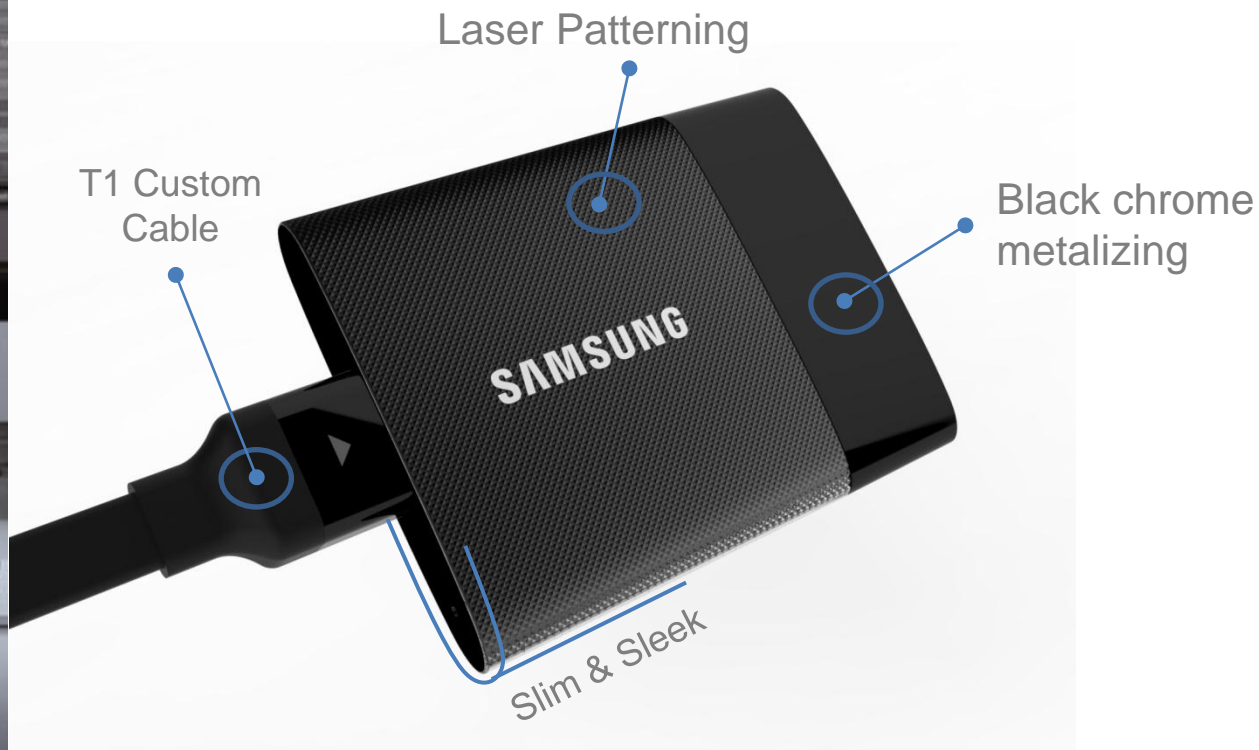
Small and lightweight with premium finishing techniques such as laser-patterning and black chrome metalizing for style

Stylish.

Express yourself with
a premium design
optimized for portability

Feature Highlights

① Sleek Premium Design



Stylish.

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Feature Highlights

② Slim and Compact Size for Portability



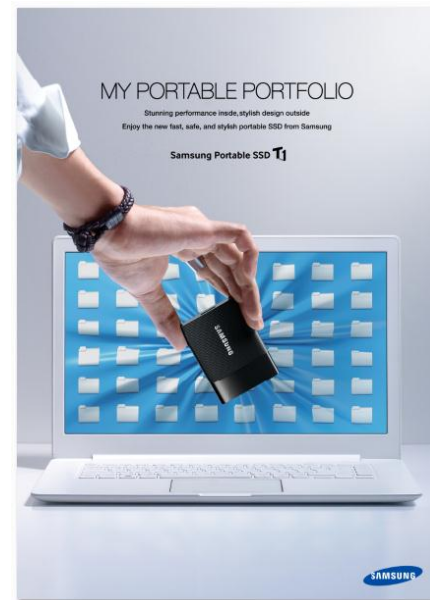
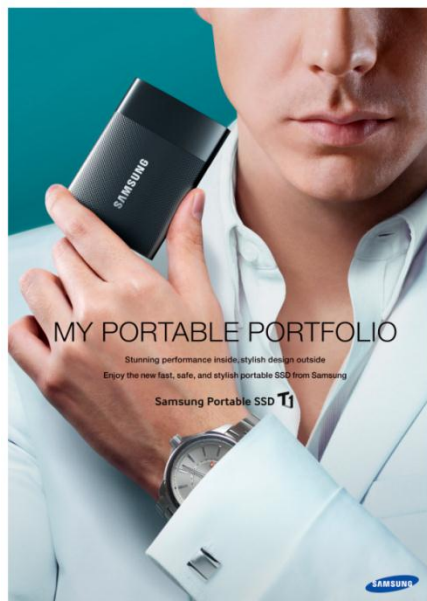
My Portable Portfolio T1

Everything inside SSD shows who I am
Pictures, videos, music...
Since none of them is less important
I store my portfolio in Portable T1
Move from HDD to SSD
Lead the trend!
Samsung Portable SSD, T1

T1 Style



Marketing assets – Key visuals & print ad



On-line features (SPEED)



Max.450MB/s



TurboWrite



Instant
Feedback



Password



Encryption



Shock
Resistance





Line-up

Available to consumers January 20th

250GB
(\$179.99)

500GB
(\$299.99)

1TB
(\$599.99)

※ Minimum Order Quantity : 30 EA

· Outer-box : 30 EA · Inner-box : 5 EA

Thank you

Branded Memory Business

Packaging & Contents (Preliminary)

Package

(front)



(back)



※ Produced and packaged in Korea

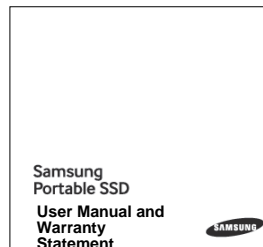
Contents



Portable SSD
T1



T1 custom
cable (11cm)



User Manual and
Warranty
Statement

Technical Specifications

	Specification	Description
Product Specification	Interface	USB 3.0 port (USB 2.0 compatible*)
	Data Encryption	AES256bit
	Internal Storage Media	SSD : SATA 6Gb/s
Performance	Transfer Rate **	Sequential : Up to 450MB/s Random Read/Write: Up to 8K/21K
	Interface Transfer Rate	USB 3.0 : 5GB/s
Physical Features	Dimension	71mm x 53mm x 9.6mm (W x H x T)
	Weight	30g
Software(embedded)		Security-Enabling Software
Reliability	Temperature	0°C~ 70°C () + Dynamic Thermal Guard
	Shock	1500G, 0.5ms
	MTBF	1.5M hours
System Requirement	Operating System	Windows, Mac
	File System	exFAT
Warranty		Limited 3 year

* To achieve full interface bandwidth, connect the product to USB 3.0 port on a computer or device

** This transfer rates were achieved by internal test with the SSD connected computer via USB3.0 interface with TurboWrite technology. Actual data rates may vary depending on operating environment and other factors.

Safe.

Keep your data safe
from unwanted access
and physical damage

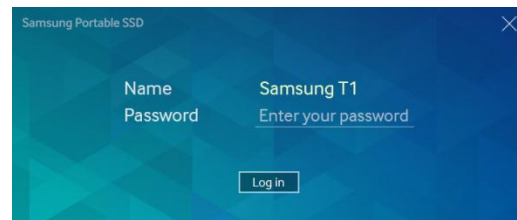
Feature Highlights

① Advanced Security & Convenient Set-up

- AES 256bit encryption algorithm
- Embedded security enabling software with

intuitive

user interface & easy setup



One Password
→ Full Drive Encryption

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and physical damage



Feature Highlights

② Shock Resistance

- Durable against physical impact and vibrations
- Safe enough to carry



Memory Based Storage
- No moving parts

	T1	Ext. HDD	Difference
Shock	1500G/0.5ms	350/2.0ms	4X
Vibration	20G (10~2000Hz)	0.5G (22~350Hz)	40X

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Feature Highlights

③ Dynamic Thermal Guard

- In extreme temperature environment (e.g. over 70 °C), Dynamic Thermal Guard will activate to protect data and T1

