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SONY ADDS NEW HIGH-CAPACITY 320 GB DAT CARTRIDGE TO ITS LINE

PARK RIDGE, N.J., Dec. 2, 2009 – Sony Electronics is expanding its family of DAT tape with the introduction of a new cartridge, model DAT320. The new cartridge is Sony's first DAT product to use the company's Advanced Metal Evaporated (AME) technology to increase recording density and yield higher capacity.

The new cartridge can store up to 320GB on a single removable cartridge with a 24 MB/second data transfer rate (compressed at a 2:1 ratio). A new feature in this DAT format generation is the addition of hardware-based data encryption to provide additional security for stored data and better performance for the data storage system.

“The DDS/DAT format is ideal for small and medium sized business customers, offering the right combination of reliability, price and performance,” said Tom Murai at Sony Electronics. “This newest cartridge expands on those benefits, offering more space and cost efficiency for longer-term storage, as well as a higher level of energy efficiency.”

The DAT320 drive can read and write DAT160 and DAT 320 media. The media incorporates a new super-fine magnetic layer optimized for high output and low error rates. A carbon protective layer above the magnetic layer is designed to make the

tape more durable, and a high-performance lubricant coating minimizes stress on the head and can result in stable smooth operation.

A special cleaning cartridge has been developed for the DAT320 format, designed to maintain cleaning performance with lower abrasivity to reduce head wear.

The DAT320 format was co-developed by Sony and Hewlett-Packard. The new DAT320 is available now, with a suggested list price of \$45.99.