

PR Contact:  
Holli Ng  
European Marketing Manager  
Maxell Europe Ltd.  
T: +44 1923 331000  
E: ngh@maxell.eu.com

## Maxell Europe - Your Storage Solution Providers

*Maxell ensures more storage for your archived data*

**London, United Kingdom, (JULY 2008):**-- Maxell Europe, the technology leader in data storage and back up tapes, today announced that they will be increasing activity on their Computer Tapes category, with LTO playing a substantial part of their growth in the European Storage market.

The news comes as figures from market data supplied by Santa Clara and EMA report a rise for storage tapes, in particular, a surge of demand for LTO tapes with larger capacities such as LTO 3 and LTO 4. Market figures also show that whilst high demand comes from LTO 3, the trend for LTO 4 is increasing substantially and will be the main driver of the Storage Tapes market in the coming months.

Says Holli Ng, European Marketing Manager at Maxell,

*“The market is currently seeing a growth in LTO 4, which is partly as a result of new technology and possibly by the media and news stories circulating about data losses. Perhaps, this is making organizations become more pro-active with ensuring they are using tapes with higher capacities and secure capabilities. This is certainly an area that we will be concentrating on over the next 12 months, we recognize that organizations need faster transfer rates, tapes which are backward-compatible, increased capacities and most importantly secure information which ensures the data is encrypted when sensitive information is being transported around.*

*Maxell’s development for LTO is to carry on providing better storage solutions, making it easier for the organization and end-users, and introducing technology that gives users even more confidence and trust in a product that they are already familiar with.*

*It’s important to highlight this particularly to the media houses and broadcasters as film footage is currently being stored on servers. There is a solution available as LTO 4 provides the greatest capacity for tape-based back up.”*

Maxell’s own Computer Tapes category supports the market data, with sales up 2% from 2007. This could be due to the success of LTO 4, launched a year ago, where Maxell was the first manufacturer to complete the world’s first LTO Ultrium 4 data cartridge compliance verification process in April 2007, and with the added benefit of the security-encryption which is designed to enable hardware-based writing of encrypted data to the LTO Ultrium data cartridge, and the 3.2 terabyte capability, customers can be confident that storing and archiving important data on LTO Ultrium tapes are the way forward for protecting and preventing data loss.

Maxell is widely recognized as a major manufacturer within the data storage industry. With NeoSMART technology and ongoing joint development efforts with the world’s foremost tape drive developers, Maxell has remained at the forefront of the data recording business, with an emphasis on quality, reliability and innovation. Maxell was the first in the world to develop and market Super DLTtape® I, LTO Ultrium 1, LTO Ultrium 2, Super DLTtape® II, LTO Ultrium 3, DLTtape® S4 and now LTO Ultrium 4 data cartridges.

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Maxell's NanoCAP (Nano Composite Advanced Particles) technology provides extraordinary magnetic performance when compared with conventional needle-shaped particles, with superior coercivity and extremely high saturation magnetization. The spherical shape of NanoCAP particles allows the closest possible packing structure and increases the number of particles per unit volume. This allows for extremely thin magnetic layer coatings that result in even further improvement in output levels.

Maxell is now aiming at development of the world's first 10 Terabyte class tape data cartridge through utilization of the company's proprietary NanoCAP ultra fine spherical magnetic particle technology.



Part of the activity that Maxell will be undertaking will be to continue to develop their partner programs and ensure tailored promotions to drive LTO, and as a member of the LTO Consortium, is continuously striving to develop the next generation of LTO.

For more information about the LTO Ultrium range, please contact the Marketing Department via email at [marketing@maxell.eu.com](mailto:marketing@maxell.eu.com)

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#### **About Maxell NeoSMART technology**

Maxell's NeoSMART (Super Maximum-capacity Advanced Reliability Tape) technology integrates seven leading-edge technologies essential to the future expansion from Gigabyte to Terabyte storage capacities. NeoSMART technologies consist of: ultra thin coating, advanced dispersion, fine metal particles, high performance cartridges, high precision servo tracking, superior calendaring and highly precise slitting. Each of these technologies has been developed and perfected by Maxell through years of research and hands-on experience developing and manufacturing advanced tape media.