



Press Release

Profile

Newsroom

Investors

Careers

Contact Us

LaCie Announces the New Little Disk Family of Mobile Drives, Design by Sam Hecht

September 18, 2007



- Choose either 1.8- or 2.5-inch drive for your mobility and storage needs
- Smart design with integrated and extractable USB
- Easily store, backup and carry data, music, photos and video
- Synchronization keeps files and emails up to date at all times

LaCie announced today its new Little Disk family of storage devices for the mobile market. The new family, designed exclusively for LaCie by award-winning designer, Sam Hecht, incorporates a thin, lightweight form factor with features ideal for on the go mobility. With a clean high-gloss shine, and a removable interface cover for added protection and aesthetic symmetry, the powerful LaCie Little Disk family has storage potential from 30 to 250 gigabytes (see chart below).

"Sam Hecht is a wonderful talent who understood LaCie's customers in his design of the Little Disk family. He created a product that we believe will receive positive feedback from fellow designers and users alike," said Nolwenn Rozen, LaCie product manager. "Designed for simplicity, the 1.8- and 2.5-inch drives are extremely portable and are bus powered, eliminating the need for A/C power. So whether you are on a bus, taking the train, or relaxing at the park, your data is always accessible.

The LaCie Little Disk is driver-free and pre-formatted for simple, one-step installation across all platforms. Just plug and play using the integrated, extractable USB cable, or one of the two FireWire ports on the 2.5-inch combo drive. Once mounted you can access and modify any stored file with ease. Bundled backup and synchronization software allows important data to be brought back quickly, or enables you to synch the drive with your files, emails, or personal settings. A simple-to-use shortcut button located on the 2.5-inch combo version facilitates 1-click backup and synchronization, or program it to open your favorite application. For added security, Windows users can protect their data with AES 128-bit encryption.

Availability

The LaCie Little Disk 1.8-inch and 2.5-inch USB 2.0 drives are available now from LaCie direct and widely available via LaCie's specialized dealer network. The 2.5-inch Combo will be available in October. Suggested retail prices start at \$ xxx for the 1.8-inch, \$ xxx for the 2.5-inch USB 2.0 and \$ xxx for the 2.5-inch Combo. For more product information, visit [www.lacie.com/](http://www.lacie.com/).

Drive	Interface	30GB	60GB	80GB	120GB	160GB	250GB
LaCie Little Disk 1.8"	USB 2.0	✓	✓				
LaCie Little Disk 2.5"	USB 2.0			✓	✓	✓	✓
LaCie Little Disk 2.5" Combo	USB 2.0 & FireWire				✓	✓	✓

About Sam Hecht

Sam Hecht is an award winning UK-based industrial designer. He studied industrial design at the Royal College of Art in London. In 2002 he established Industrial Facility with his partner Kim Colin. Mr. Hecht has designed for Epson, Droog, Established & Sons, and Panasonic amongst others. He is also the retained designer to Muji Japan. For more information on Sam Hecht and Industrial Facility, please visit [www.industrialfacility.co.uk](http://www.industrialfacility.co.uk).

About LaCie

Located in the USA, Canada, Japan, Australia, Europe, Singapore and Hong Kong, LaCie is the leading manufacturer of computer peripherals for Windows, Apple and Linux users. LaCie creates external storage solutions and color monitors that help professionals and everyday people easily manage their digital lives. LaCie has

and Linux users. LaCie creates external storage solutions and color monitors that help professionals and everyday people easily manage their digital lives. LaCie has

differentiated its products through original designs and leading-edge technology. Established in France in 1989, LaCie is listed on Euronext under FR0000054314 (LAC). For more information, visit [www.lacie.com](http://www.lacie.com)

###

#### Contact LaCie

Press Inquiries: Barry Katcher, 503-844-4500, [press@lacie.com](mailto:press@lacie.com)

Sales Inquiries: Direct Sales, 503-844-4502, [sales@lacie.com](mailto:sales@lacie.com)

Reseller Sales, 503-844-4500, [sales@lacie.com](mailto:sales@lacie.com)

1TB = 1,000,000,000,000 bytes. Total accessible capacity varies depending upon operating environment (typically 5–10% less).

Subscribe to LaCie Newsletters

Email:

[company](#) | [products](#) | [support & downloads](#) | [shop](#) | [where to buy](#) | [my account](#) | [email subscriptions](#) | [image bank](#) | [reseller zone](#) | [search](#) | [contact us](#)  
[desktop hard drives](#) | [mobile hard drives](#) | [network storage](#) | [raid](#) | [safe hard drives](#) | [multimedia hard drives](#) | [usb keys](#) | [dvd](#) | [displays](#) | [accessories](#) | [software](#)  
[site map](#) | [technologies](#) | [legal information & notices](#) | [language & country](#) | [copyright © 2008 LaCie](#)

dc-www2