



News

ADTX, Toda Kogyo and Sun Telephone has formed an alliance for selling the Shock proof HDD Products(*) with record breaking durability (*)for HDD less than 300g as of October, 2003

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Advanced Technology and Systems Co., Ltd.

To Reporters

Advanced Technology and Systems Co., Ltd. (Head Quarter : Yokohama-shi, Kanagawa-ken, Japan, CEO and President : Fusahiko Hasegawa, Abbrev : ADTX), Toda Kogyo Corp. (Head Quarter : Ohtake -shi, Hiroshima-ken, Japan, President : Toshiyuki Toda) and Sun Telephone Co., Ltd.(Head Quarter : Chuo-ku, Tokyo, Japan, President : Keiji Yamanishi) now announce that three companies have agreed to cooperate selling the Shock proof HDD products under "XtoDA" brand name in Japan, in the scheme Sun Telephone plays a roll as exclusive agency for selling the products.

The product under "XtoDA" (common brand for ADTX and Toda Kogyo) brand has been developed for business use in the severe environment. The durability of the products against shocks and vibrations is record breaking when compared with that of the other products currently available in the market.

- Built-in HDD will be protected for the shock up to 5,000G (equals to the gravitation when a product falls to the concrete floor from 54cm height.)
- 2.5inch built-in HDD (Capacity: up to 80GB), 225g, Size : 80mm(W)x130mm(L)x17mm(H)

Sun Telephone is now driving sales activity on this product through their 11 offices located in Japan, working in cooperation with their partners.

The followings are main business area, where the products might be used.

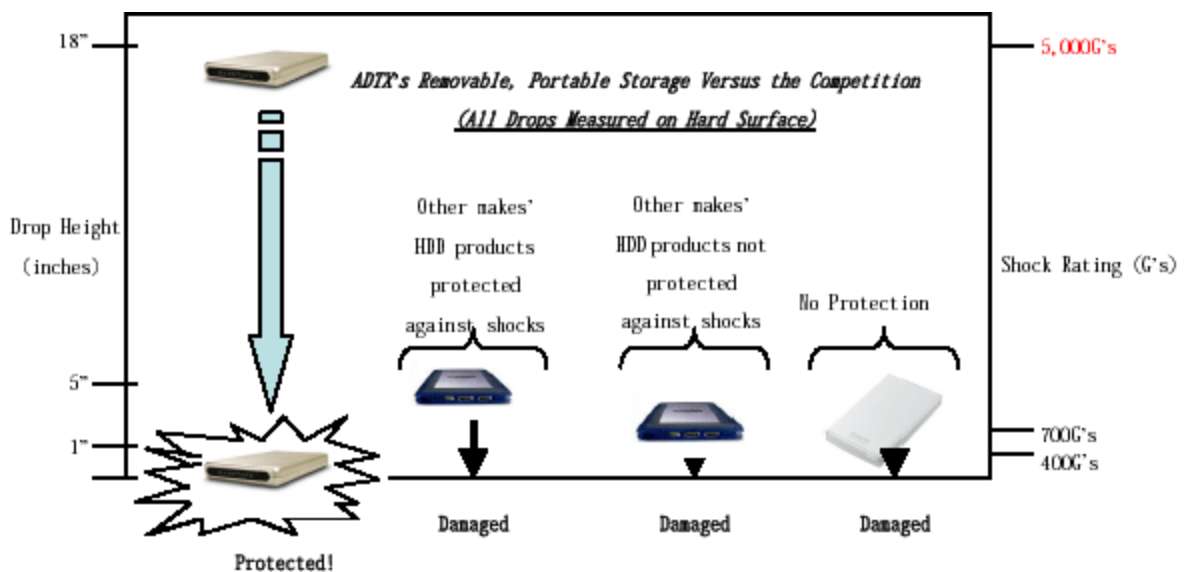
- Where archiving the data in the severe environment, that is, there are continuous shocks and vibrations. (Railways, Vehicles, Elevators, Cameras, Security Cameras, Multi-function printers and etc.)
- Where transportation and exchange of the massive data is required. (Video/Image data, Music data, CAD/CAM data and etc.)
- Where keeping the HDDs in the safe during non business hours is required in order to protect data (Finance Companies, Medical Institution, Public Offices and etc.)
- Where embedded and removable HDD is required (Tester, POS, Business use PC and etc.)

We estimate total sales figure of three companies in two years as approximately Yen 1 billion.

Thank you

Products		6505-20/40/60	6505-80	6575-60
Capacity		20, 40, 60GByte	80 GByte	60 GByte
Buffer Size		2 Mbyte	8 Mbyte	
Performance	Average Seek	12 msec		10 msec
	Track-to-track	2.5 msec		1.0 msec
	Maximum Seek	23 msec		18 msec
	Rotational Speed	4,200 RPM		7,200 RPM
	Average Latency	7.1 msec		4.2 msec
Transfer Rate		AT/IDE (Ultra DMA mode-5) 100 MB/sec		
		USB 2.0: 60 MB/sec		
		Firewire: 50 MB/sec		
		PCMCIA: 2.0 MB/sec		
Physical Dimensions	Height	17 mm (0.67")		
	Width	80 mm (3.25")		
	Length	130 mm (5.0")		
	Weight	225 gr (8 ounces)		
DC Power Requirement		+5VDC		
Power consumption (Average)		2.2 Watts	2.6 Watts	
Operating Temperature		5° to 55° C		
Non-Operating Temperature		-40° to 65° C		
Operating Humidity		8% to 90% (Non-Condensing)		
Non-Operating Humidity		5% to 95% (Non-Condensing)		
Operating Altitude		-300m to 3,000m		
Non-Operating Altitude		-300m to 12,000m		
Operating Shock		300G (0.5 msec)		
Non-Operating Shock		5,000 G (0.5 msec)		
Operating Vibration		0.7 G (5-500 Hz)		
Non-Operating Vibration		5 G (5-500 Hz)		
Acoustics (A weighted Sound Power - V Bel)		2.2		
Start-Stop Cycles		300,000		

Please refer to URL : <http://www.suntel.co.jp/trading/pdf/HardTAPE.pdf>



[Summary of each company]

ADTX (Listed on Hercules : Formerly NASDAQ Japan), which was established in 1993 spun off from IBM Japan Co., Ltd., develops Storage related products. (Revenue : Yen 13,100 million for Dec. 2002 period, Capital : 763 million)
The company has been developing the durable HDD products for the specific fields, but now it intends to sell the new HDD products to the various types of industries on the basis of the current environment, where HDDs prevails everywhere.

Toda Kogyo (Listed on Tokyo Stock Exchange 1st section, Listed on Osaka Securities Exchange 1stsection), which was established in 1933 as a maker of iron oxide, manufactures various types of materials for recording such as magnetic particles for recording tapes as well as toner for printers/copiers. (Revenue : Yen 22,500 million for March 2003 period, Capital : Yen 55,000 million)
This is the first time, the company handles storage related products, forming alliance with ADTX.

Sun Telephone (Listed on 1st section, Osaka Securities Exchange 1st section), which was established as a wholesale company selling telecommunication materials in 1948, now handles various type of hardware through communications to IT all over Japan. (Revenue : Yen 40,300 million for Dec. 2002 period, Capital : Yen 10,700 million)
Sun Telephone regards the alliance with ADTX and Toda Kogyo in HDD products marketing as one of its challenge to the growing storage market, of which importance is increasing in IT industry.
The company aims to have closer alliance with ADTX for other storage products, triggered by this arrangement.

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