

Quakecon 2003

Hitachi Global Storage Technologies Group Partners With Aerocool

We ran into Sean from the Hitachi Global Storage Technologies Group here at Quakecon. Sean wanted to talk with us about all of the exciting things that the Hitachi Global Storage group is doing to support the LAN gaming community. You might remember Sean from MML2, as Hitachi was a primary supporter of the event and supplied the hard drives used in both the tournament and server systems for the event.



Sean was here to support Aerocool, by partnering with them to supply the monitor and hard disk drives that were in use in the Aerocool display. In addition Hitachi is running was running a contest that gave one lucky gamer the ability to walk away with a Voodoo M-Class M355. This contest is being held in conjunction with launching of a new Hitachi newsletter service that will arrive in your inbox called "Hitachi Gaming Central". This new gaming portal and monthly gaming newsletter is Hitachi's first real attempt to try to customize their marketing toward the gaming community. As Sean told us, "We are trying to create a system to get information out to the gaming community that is relevant to their needs and wants. We realize that these gaming oriented consumers are a large segment of the market and we believe that they deserve information that is tailored to their needs, and Hitachi is going to try to fill this void with our Gaming Central initiatives."



The Audavi external HardTape product looks to be far more shock resistant than the typical external hard drive case.

We also saw a new product from one of Hitachi's partners called **HardTape from Audavi**. This is a specially designed flexible storage device carrier for 2.5" Hitachi Travelstar hard drives that is be manufactured to be shock resistant, to fill the void for devices that has existed for some time. The carrier can be connected to the computer in a variety of different ways, including PC-Card, 1394, USB 2.0, and a bay mounted docking device for desktop users.

Article Info

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Summary:
What would Quakecon be without a chance to get a real scoop from the guys at id Software? We had the chance to sit down with Todd and Tim and to fire many questions at them based on many of your readers' comments. We also take a look at MSI, Hitachi, YouPlayGames, and Case Ace to get the latest word from them. Quakecon is drawing to a close and that is almost a good thing because we are in serious need of sleep.