

## **Audavi Corporation announces introduction of 20GB 1.8” mini-HardTape to its family of portable, rugged storage products.**

**Milpitas, CA, April 14, 2004** – Audavi Corporation expanded its HardTape product line with the availability of its new 20GB mini-HardTape™ cartridge. Mini-HardTape is a high capacity, high performance, portable, 1.8-inch hard drive that has been ruggedized to withstand 5,000G shock and features a flexible interface that can be used with FireWire, USB2.0 or PCMCIA. The rapid increase in multimedia content and the focus on convergence make all of these features a “*must have*” in selecting a portable storage solution.

"As demands for storage capacity and speed increase, HardTape is proving to be an ideal solution for replacing legacy removable solutions such as the floppy drive, tape and optical recording (CD/DVD/MO) for military, government, public safety, medical imaging, enterprise disaster recovery, and now consumer electronics applications. HardTape provides a flexible platform that sets a new standard for removable storage," according to Steven Kaczeus, President of Audavi.

“Having a rugged, portable storage solution eliminates the need to spend endless hours burning CD’s and DVD’s or moving files from one hard drive based device to another. Maintaining all your audio, video and data files on one portable device with multiple interface capability will significantly decrease the cost of many new consumer electronic devices, allowing them to include hard drive functionality without adding a hard drive. Recent announcements by the i-VDR consortium in Japan also support this quest for “unlimited storage,” said Mike Bergkamp, CEO of Audavi.

Featuring an aluminum casing for additional durability, the 20GB mini-HardTape cartridges are pocket-sized, measuring just 90mm x 80mm x 17mm and weighing only 4 ounces. A 40GB model will be available later this year. The whole family of HardTape products including the new mini-HardTape model will be being showcased at NAB 2004 in Las Vegas next week.

### **Pricing and Availability**

Suggested retail price for the mini-HardTape 20GB cartridge is \$199 and is available through the company's Web site at [www.hardtape.com](http://www.hardtape.com).

### **About Audavi Corporation**

Audavi designs, manufactures and sells a range of rugged portable storage solutions that enable consumers and professionals to store, retrieve and move digital music, video, pictures and data. Headquartered in the Silicon Valley, Audavi sells and supports its products worldwide.

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