



# The benefits of USB 3.0

## The next generation of connectivity



### What is SuperSpeed USB 3.0 ?

New technology, new devices, larger file sizes, HD media and more have spurred USB technology forward to the latest innovation — SuperSpeed USB 3.0.

Today's consumers demand more from their technology. Larger file sizes and HD media require higher bandwidth and faster performance for a more seamless experience. USB 3.0 addresses this need by adding an even higher transfer rate to match new devices and usage demands.

SuperSpeed USB 3.0 features:

- 5 Gb/s transfer rate vs. 480 Mb/s of Hi-Speed USB
- Sync-N-Go technology that minimizes user wait-time
- Optimized power efficiency which increases battery life and reduces both active and idle power requirements
- 100% compatibility with USB 2.0 so consumers don't need to upgrade all their USB devices

For more details about SuperSpeed USB, visit the USB-IF website: [www.usb.org](http://www.usb.org)

#### 500 Photos

With USB 3.0  41 seconds  
 With USB 2.0  1 minute 53 seconds

#### 2000 Songs

With USB 3.0  3 minutes 11 seconds  
 With USB 2.0  7 minutes 42 seconds

#### 2-hour HD Movie

With USB 3.0  3 minutes 32 seconds  
 With USB 2.0  13 minutes 28 seconds

*\*When connected to a USB 2.0 interface data transfers will occur at USB 2.0 speeds.*

### WD External Hard Drives with USB 3.0 Connectivity

My Book® Essential™ external hard drives, My Passport® Essential and My Passport Essential SE portable hard drives with USB 3.0 connectivity offer the next generation of storage and backup.

#### Dual USB 3.0 and USB 2.0 interface

These WD drives feature universal compatibility today and next-generation speed for tomorrow. Use them with USB 2.0 now and step up to USB 3.0 speed when you're ready.

#### Up to 3x faster transfer rates

When connected to a SuperSpeed USB 3.0 port WD's USB 3.0 drives let you access and save files up to 3 times faster than USB 2.0. With My Book Essential you can transfer a 2-hour HD movie in just 3 minutes instead of 13 minutes.\*

*\*Performance may vary based on user's hardware and system configuration.*

#### WD quality inside and out

For over 20 years, millions of people worldwide have trusted their data to WD hard drives. We are the #1 selling brand of external hard drives because our customers know we understand the importance of their data and our first concern is keeping that data safe.

#### Password protection for privacy

In addition to the fastest available transfer rates, My Book and My Passport Essential drives with USB 3.0 connectivity also give you peace of mind knowing that your data is protected from unauthorized access with password protection and encryption.

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As used for storage capacity, one megabyte (MB) = one million bytes, one gigabyte (GB) = one billion bytes, one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment system configuration. As used for transfer rate or interface, megabyte per second (MB/s) = one million bytes per second, and gigabit per second (Gb/s) = one billion bits per second.