

Western Digital.

WD Purple™ Surveillance Hard Drive Distribution Setup Sheet

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Product Brand Name	WD Purple™ Surveillance Hard Drive
Product Category	Surveillance Hard Drive
Tagline	Uncompromising Storage
Application	WD Purple™ drives are built for 24/7, always-on, high-definition surveillance solutions, and work in a range of systems from mainstream DVRs to AI-enabled NVRs.
Contents	WD Purple™ Surveillance hard drive
Product Name & Key Feature (39-character desc)	39 Character DMR copy (1TB) – WD Purple™ 1TB Surveillance Hard Drive 39 Character DMR copy (2TB) – WD Purple™ 2TB Surveillance Hard Drive 39 Character DMR copy (3TB) – WD Purple™ 3TB Surveillance Hard Drive 39 Character DMR copy (4TB) – WD Purple™ 4TB Surveillance Hard Drive 39 Character DMR copy (6TB) – WD Purple™ 6TB Surveillance Hard Drive 39 Character DMR copy (8TB) – WD Purple™ 8TB Surveillance Hard Drive 39 Character DMR copy (10 TB) – WD Purple™ 10TB Surveillance Hard Drive 39 Character DMR copy (12 TB) – WD Purple™ 12TB Surveillance Hard Drive 39 Character DMR copy (14 TB) – WD Purple™ 14TB Surveillance Hard Drive 39 Character DMR copy (18 TB) – WD Purple™ 18TB Surveillance Hard Drive
Summary & Full Copy	<p>The right drive for the right job.</p> <p>WD Purple™ drives are engineered specifically for surveillance to help withstand the elevated heat fluctuations and equipment vibrations within NVR environments. An average desktop drive is built to run for only short intervals, not the harsh 24/7 always-on environment of a high-definition surveillance system. With WD Purple, you get reliable, surveillance-class storage that's tested for compatibility in a wide range of security systems. Exclusive AllFrame™ technology helps reduce frame loss and improve overall video playback. WD Purple 8TB* and higher drives have additional performance headroom to support a new generation of AI-enabled NVRs, video analytics appliances, and deep-learning servers.</p> <p><i>* As used for storage capacity, 1TB = one trillion bytes. Actual user capacity may be less, depending on operating environment.</i></p>
Feature 1	<p>Industry-leading storage. Surveillance you can trust.</p> <p>Western Digital is a worldwide leader in the hard drive industry. With WD Purple™ surveillance storage, you have a drive engineered for high temperature, always-on surveillance systems so you can rely on quality video playback when you need it most. Whether you're protecting loved ones or monitoring your business, WD Purple offers performance you can trust.</p>
Feature 2	<p>Western Digital's exclusive AllFrame™ technology</p> <p>All WD Purple™ drives are equipped with AllFrame technology, which improves ATA streaming to help reduce frame loss, improve overall video playback, and increase the number of hard drive bays supported within an NVR. WD Purple capacities up to 6TB* feature AllFrame 4K technology enabling high-quality recording in a multitude of security systems. WD Purple 8TB, 10TB, 12TB, 14TB, and 18TB capacities feature AllFrame AI technology that enables not only recording multiple streams per camera but also supports an additional 32 streams for Deep Learning analytics within the system.</p> <p><i>* As used for storage capacity, 1TB = one trillion bytes. Actual user capacity may be less, depending on operating environment.</i></p>

Feature 3	<p>Multiple cameras, multiple streams</p> <p>Modern recorders now support multiple video streams per camera. WD Purple™ 8TB and higher capacity drives are optimized to support up to 64 HD single-stream cameras****, and can also support the latest smart cameras that transmit multiple streams. With so many options, you have the flexibility to upgrade or expand your security system in the future.</p> <p>****3.2Mbps (1080p, H.265, 25 fps). Results may vary depending on camera resolution, file format, frames per second, software, system settings, video quality, and other factors.</p>
Feature 4	<p>Enhanced workload rating</p> <p>WD Purple drives with AllFrame 4k technology feature a workload rating of up to 180TB/year - up to three times that of desktop drives - to handle the unique demands of modern video surveillance DVR and NVR systems. WD Purple drives with AllFrame AI technology feature a workload rating up to 360TB/year to support the growing use of deep learning analytics.</p>
Feature 5	<p>Designed for today's and tomorrow's surveillance solutions</p> <p>With an MTBF of up to 1.5 million hour***, WD Purple drives are engineered for mainstream surveillance DVRs and NVRs that operate 24/7. With tarnish-resistant components*** and support for more than eight bays‡, WD Purple drives deliver reliable operation in large scale surveillance systems even in harsh environments.</p> <p>*** Up to 1.5M MTBF for 8TB, 10TB, 12TB and 14TB capacities (up to 1.0M MTBF for lower capacities). MTBF specifications are based upon internal testing.</p> <p>‡ For capacities 4TB and higher</p>
Feature 6	<p>Field-proven high capacity</p> <p>Now on its 6th generation, field-proven HelioSeal™ technology delivers trusted high-capacity WD Purple™ storage (10TB, 12TB, 14TB, and 18TB*) for the massive storage needs of 4K surveillance video and deep learning analytics.</p> <p>* As used for storage capacity, 1TB = one trillion bytes. Actual user capacity may be less, depending on operating environment.</p>
Feature 7	<p>Proactive storage management with WDDA</p> <p>Western Digital® Device Analytics™ (WDDA) provides a wealth of storage device parametric operational and diagnostic data to the system; algorithms interpret the data and direct the system to alert system administrators of specific recommended actions to address potential issues. WDDA is intended to empower OEMs, system integrators, and IT professionals to better monitor and proactively manage supported storage devices to maintain optimal operation.</p>
Feature 8	<p>Wide compatibility. Seamless integration.</p> <p>WD Purple™ hard drives are built with compatibility in mind, so you can quickly and seamlessly add capacity to your surveillance system. With a wide range of industry-leading enclosures and chipsets supported, you're sure to find the DVR or NVR configuration that's right for you.</p>
Feature 9	<p>Three year limited-warranty</p> <p>As an industry-leading hard drive manufacturer, Western Digital stands behind their surveillance storage solutions with a 3-year limited warranty included with every WD Purple™ drive.</p>
Ideal for	<p>Features:</p> <ul style="list-style-type: none"> • Engineered specifically for surveillance security systems. • Tuned for write-intensive, low bit-rate, high stream-count workloads typical to most surveillance applications. • 8TB* and above have additional enhancements and higher workload rate for AI-enabled recorders, systems and solutions • Supports up to 180 TB/yr workload rate** (Up to 360 TB/yr workload rate on 8TB, 10TB, 12TB, 14TB and 18TB drives). • Support for more than eight bays‡. • Tarnish-resistant components‡. <p>* As used for storage capacity, 1TB = one trillion bytes. Actual user capacity may be less, depending on operating environment.</p> <p>** Workload Rate is defined as the amount of user data transferred to or from the hard drive. Workload Rate is annualized (TB transferred X (8760 / recorded power-on hours)). Workload Rate will vary depending on your hardware and software components and configurations.</p> <p>‡ For capacities 4TB and higher.</p>

Keywords	Surveillance storage, Surveillance HDD, Security video HDD, WD Purple HDD, Purple HDD, Smart video HDD, Smart video storage, AllFrame, WDDA, DVR HDD, NVR HDD, NVR storage, Video Recording Sytems,
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