

WESTERN DIGITAL
ADVERTISING AND MARKETING CAMPAIGNS



WESTERN DIGITAL PRINT

DESIGNED FOR THE INDIVIDUAL IN YOU.

WD Green. Efficient performance for capacity storage.
 You document the big moments. WD Green keeps them safe. Built for high-capacity, long-term storage, it's precision-engineered to preserve your world for generations to come. wd.com

absolutely

DESIGNED FOR THE INDIVIDUAL IN YOU.

WD BLACK. Work hard play faster.
 When gaming is your M, WD Black is your drive. Engineered for blistering speed and unrivaled stability, it delivers the performance you need to get the edge. Come on. wd.com

absolutely

Unmatched performance & reliability.
 For your *unrelenting creative ambition.*

WD Velociraptor® | Hard Drive

The world's fastest SATA hard drive. Up to 1TB storage.

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A hard drive that works as fast as you do.

WD Velociraptor® | Hard Drive

The world's fastest SATA hard drive. Up to 1TB storage.

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Home Security.
 Or backup. Or migration. Or whatever else you need to do to protect your precious memories.

The days of lost TFS reports are over.

WD TV LIVE! HD
 Double Turbo
 32MB Cache
 3.5" SATA Hard Drive

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Safe and Sound.

Music defines a generation and the next.

absolutely

WESTERN DIGITAL ROUTER N900 PRINT

Accelerate your entertainment.



My Net™ N900HD Dual-Band Router



Introducing WD My Net Routers with FasTrack™ HD streaming technology.

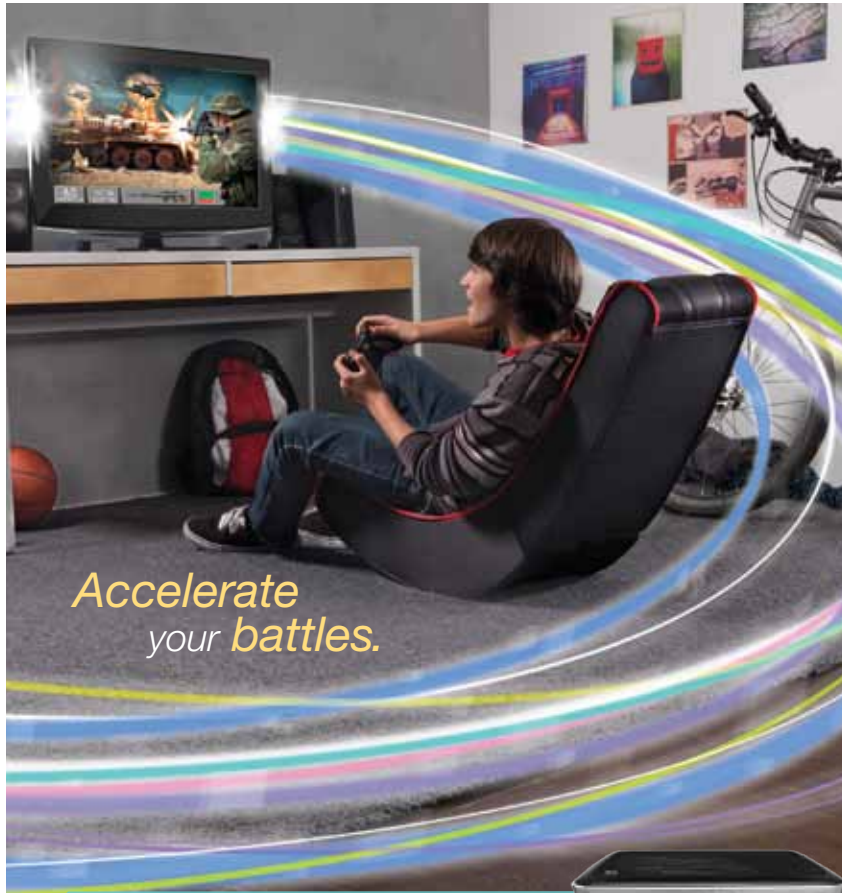
Upgrade your router and enjoy the greatest family entertainment experience. With a My Net HD Dual-Band Router, you'll get FasTrack technology that delivers the best possible HD streaming to your TV. So get the popcorn ready for non-stop viewing.
Accelerate your entertainment.



wd.com

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Accelerate your battles.



My Net™ N900HD Dual-Band Router



Introducing WD My Net Routers with FasTrack™ HD streaming technology.

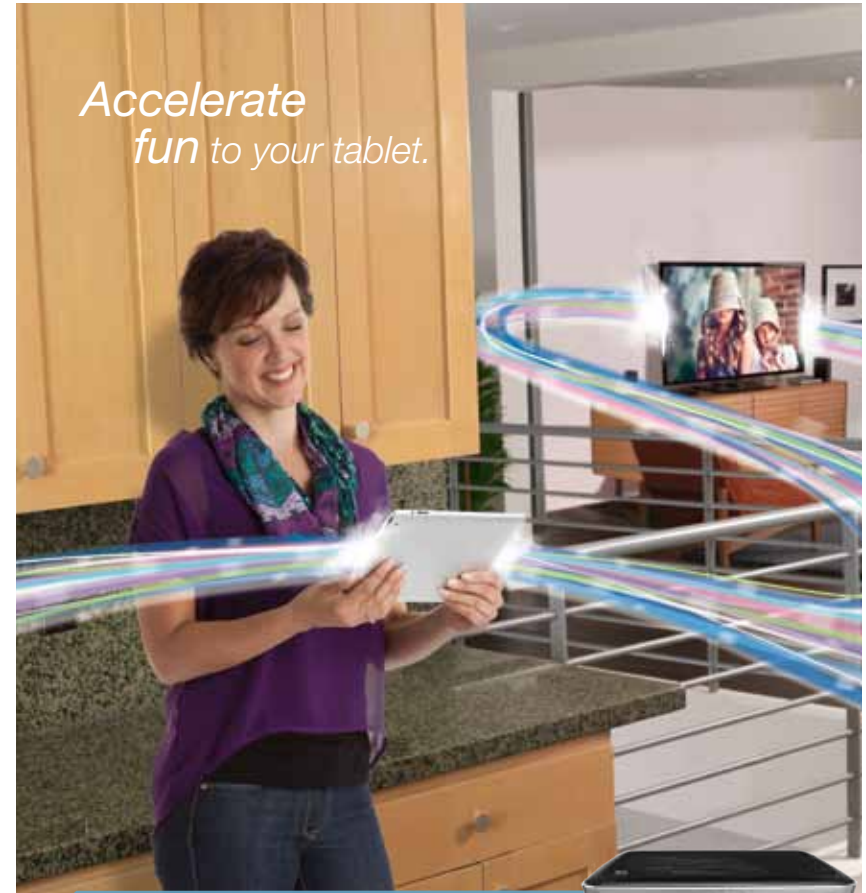
Upgrade your router and get the performance edge with your online gaming experience. With a My Net HD Dual-Band Router, you'll get FasTrack technology that delivers the best possible HD streaming to your gaming console. So you can start bragging and stop lagging.
Accelerate your entertainment.



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Accelerate fun to your tablet.



My Net™ N900HD Dual-Band Router



Introducing WD My Net Routers with FasTrack™ HD streaming technology.

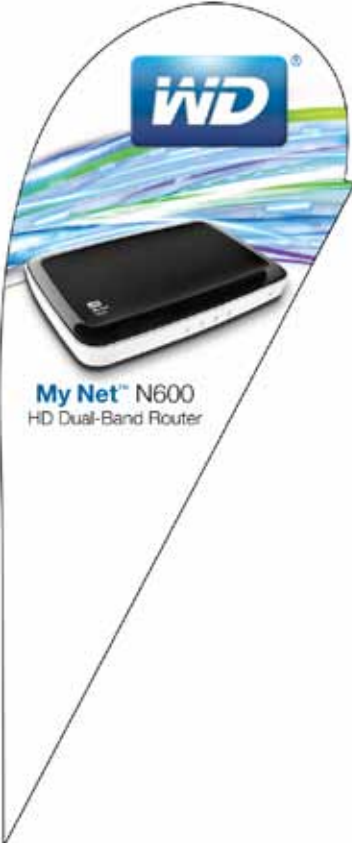
Upgrade your router and accelerate the fun to all your Wi-Fi devices. My Net HD Dual-Band Routers deliver smart, real-time prioritization and uninterrupted HD streaming while you enjoy movies, shows, games and video chat, anywhere in your home.
Accelerate your entertainment.



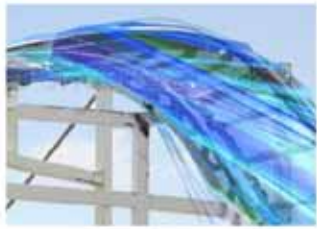
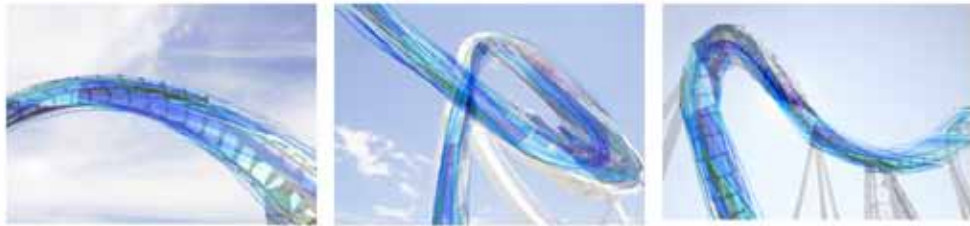
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WESTERN DIGITAL N900 AIR STREAM ROADSHOW



WESTERN DIGITAL N900 AIR STREAM ROADSHOW DIGITAL



**Accelerate
your life**

with the
My Net™ N900
HD Dual-Band Router



built with **FaTrack™**
for faster HD streaming.
My Net™ N900 HD Dual-Band Router



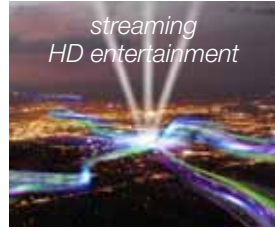
Introducing the

WD Stream Tour

A 24-stop tour

With non-stop

streaming
HD entertainment



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Enter to win an **Extreme
Connected Home Makeover!**



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My Net™
HD Dual-Band Routers



WD® Stream Tour



14 cities,
24 events,



91 chances
to **WIN** with **WD.**



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Enter to win
an **Extreme
Connected
Home Makeover!**



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FaTrack™
your life



with the
**HD-accelerating
My Net™ N900**



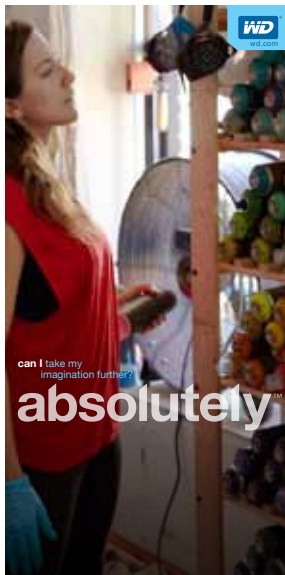
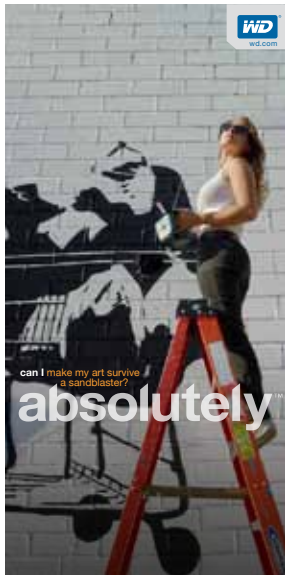
FaTrack™
for faster HD streaming.
My Net™ N900 HD Dual-Band Router



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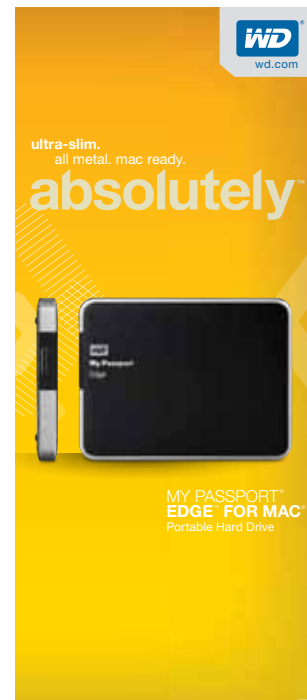
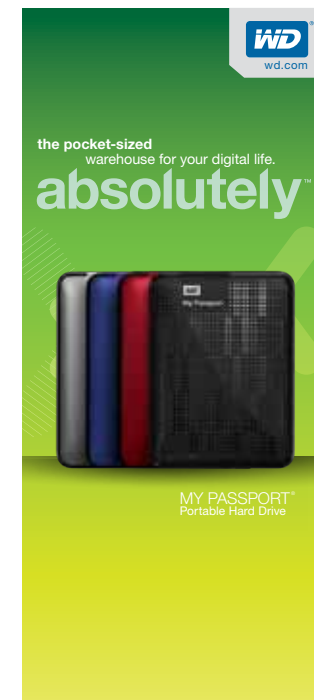
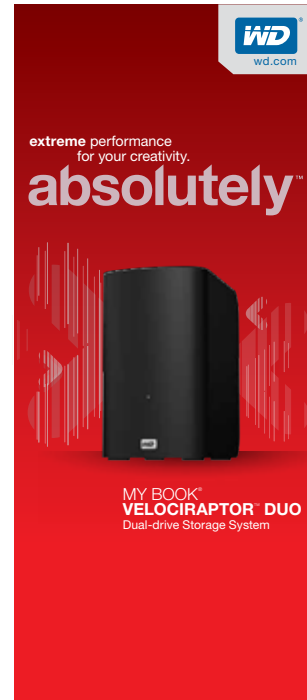
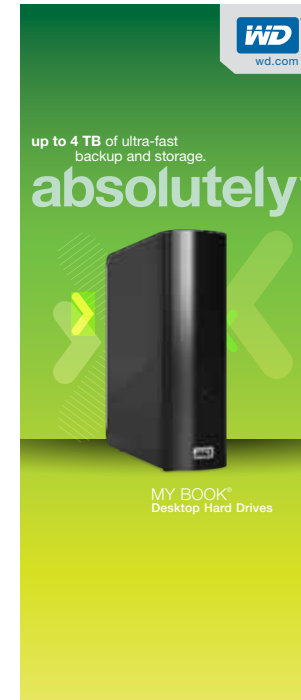
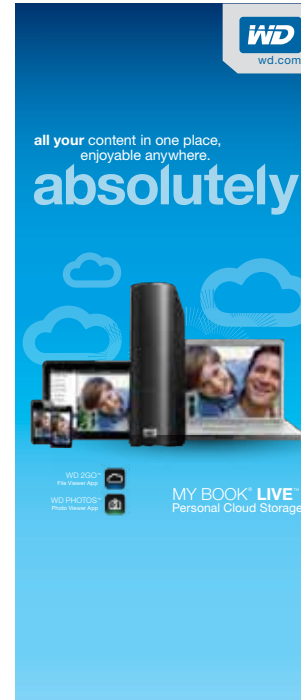
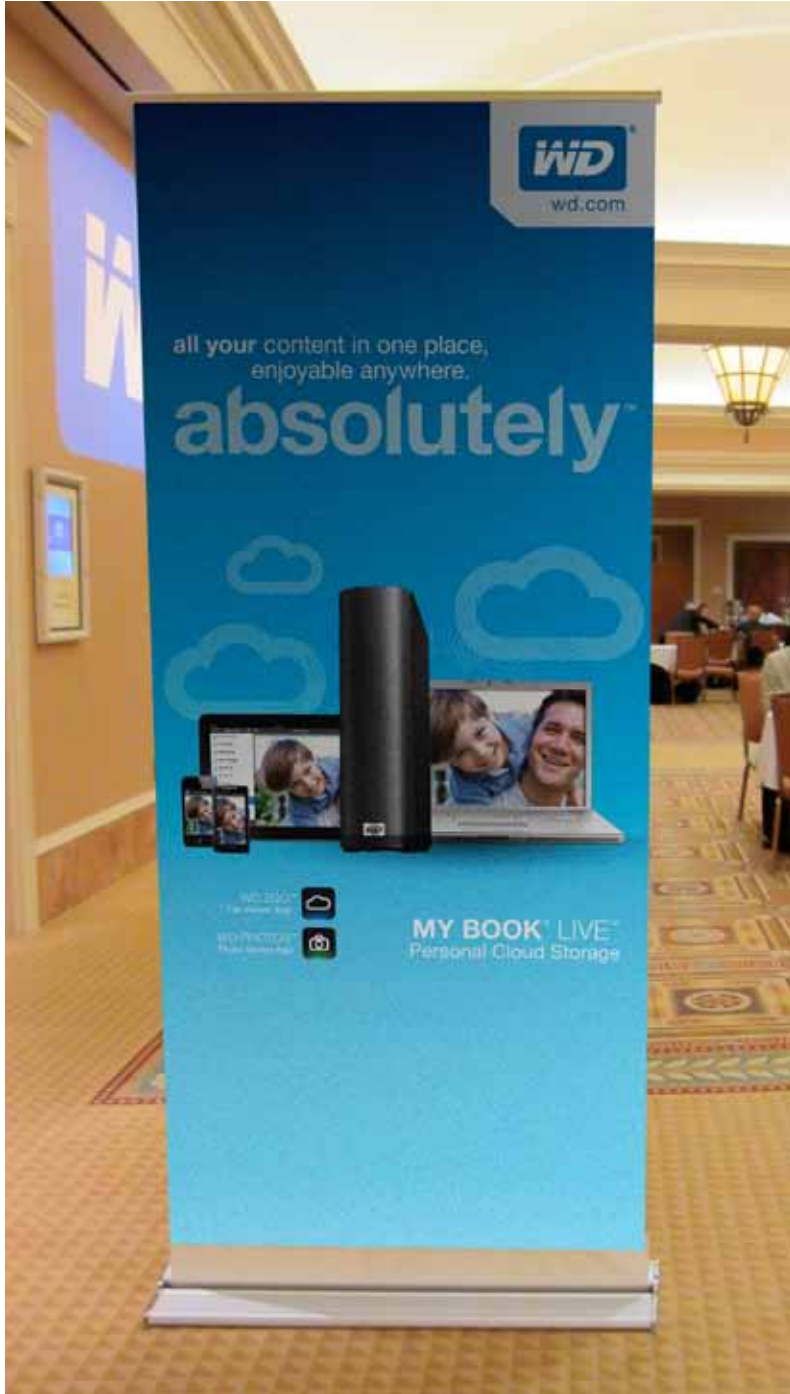
WESTERN DIGITAL ABSOLUTELY CES INDOOR



WESTERN DIGITAL ABSOLUTELY CES INDOOR



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absolutely™

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Life goes faster w/ no strings attached. Free up space on your device w/ #MyPassport Wireless: bit.ly/ZPd2UW

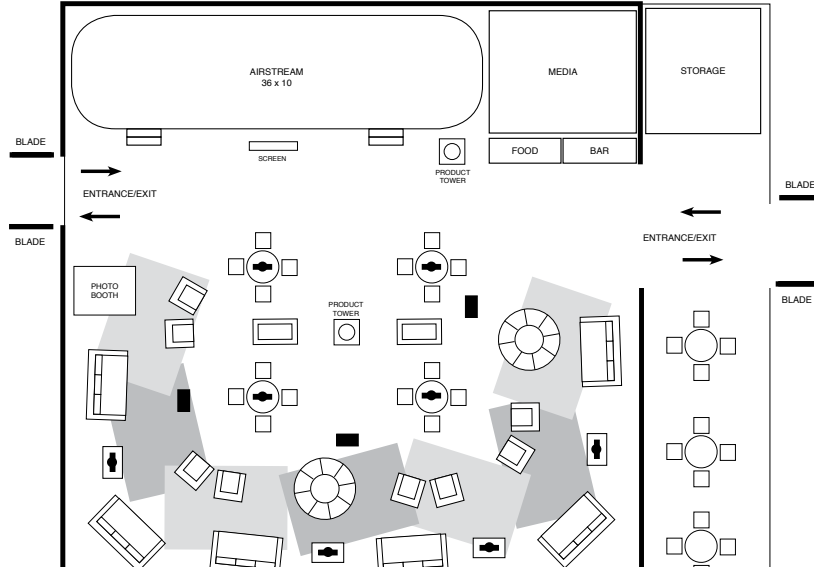
#absolutely



WESTERN DIGITAL ABSOLUTELY CES TENT



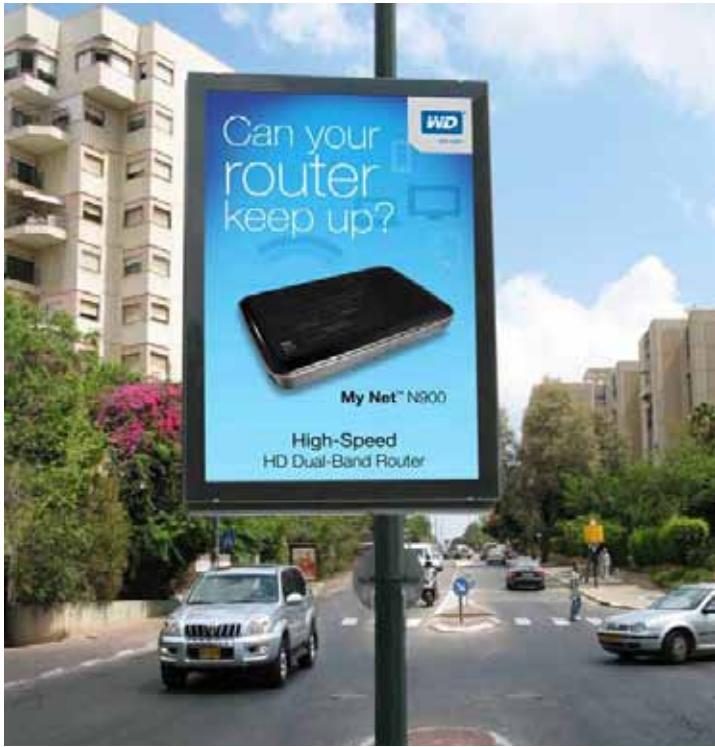
NO DJ



WESTERN DIGITAL ABSOLUTELY CES TRAIN STATION



WESTERN DIGITAL N900 ROUTER – OUTDOOR



WESTERN DIGITAL – OUTDOOR

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turbo charged
entertainment.

My Net™ N900
HD Dual-Band Router

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control.

My Book™ LIVE

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the cloud
has landed.

My Book™ LIVE

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warehouse.

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pocket size
digital
warehouse.

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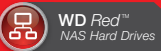
WD TV™ LIVE

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entertainment.

WD TV™ LIVE

WESTERN DIGITAL RED NAS DRIVE PRINT



The world's first.

Introducing WD Red™. The world's first hard drive specifically designed for home and small office NAS systems. Made with exclusive NASware™ technology for seamless integration, it's also optimized for efficient, robust performance. WD Red is the perfect fit for your 1-5 bay NAS system.



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RED fits NAS.

Introducing WD Red™. The world's first hard drive specifically designed for home and small business NAS systems. Made with exclusive NASware™ technology for seamless integration, it's also optimized for efficient, robust performance. WD Red is the perfect fit for your 1-5 bay NAS system.



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WD Red is here.



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NAS Hard Drives



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NAS Hard Drives



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The world's first drive



created for home



and small office NAS.




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The *power* of choice,
the *quality* of WD.®



WD Green™
for energy-efficient applications

WD Blue™
for everyday computing

WD Black™
for performance users

WD Red™
for home and small office NAS Systems

More products. More options. More solutions. More you.

Your digital life is unique. That's why WD has a family of internal hard drives that are as individual as you are. WD Blue for solid reliability. WD Green for cool, quiet operation that is perfect as secondary or external storage. WD Black for demanding performance-driven applications. And WD Red, designed and tested for 1-5 bay NAS systems. With legendary quality and support, WD offers more than a one-size-fits-all hard drive. WD offers you choice. And that's a powerful thing.



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