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WD announces second gen Caviar Green drives

"Coolest and quietest 3.5-inch hard drive in the market"

by Amy-Mae Elliott published on 1 October 2008

WD has announced the second-generation of its environmentally friendly WD Caviar Green desktop hard drives.

The drives feature the company's "GreenPower" technology that claims to reduce power consumption up to 20%, compared with standard hard drives.

"WD's first-to-market offering of green technology has generated positive customer experience, while lessening the burden on our natural resources", said Don Bennett, vice president and general manager of WD's desktop business unit.

"Compared with competitive drives, customers realise a reduction in power consumption, leading to less heat generation, which enables greater long-term reliability in all applications."

With capacities ranging from 500GB to 1TB, pricing for a 1TB model is around 129 euros.

