

Data Robotics Expands its business in Japanese Market

~ Reinforces Sales, Alliances and Marketing of Drobo Products in Japan Through Japan Office ~

Tokyo – September 16, 2010, Data Robotics, Inc., which leads the storage industry with its innovative RAID technology BeyondRAID™, today announced its expansion of into the Japanese market. Data Robotics will reinforce sales, marketing and alliances as well as step up Japanese sales of its Drobo storage system, a flagship product that has been provided through partners in Japan in the past. Specifically, Data Robotics has been preparing for establishing a Japanese subsidiary and will plan to complete it by the end of October 2010 to expand the capabilities of its Japan office, which opened in July 2010. In addition, Data Robotics will develop key focus products and channels in Japan to generate 5-10% revenue that of Data Robotics’ worldwide, for the next 2 years.

【About Drobo】

In recent years, the file size of multimedia and office documents has tended to increase rapidly, resulting in growing demand for storage systems, not only in enterprise environments but also among SMB, creative professionals and personal users. However, there are currently only two options for users: using external hard disks to increase storage capacity or ordering expensive RAID storage systems.

This being the case, Drobo, the revolutionary product from Data Robotics enables all users, not just IT professionals, to easily increase their storage capacity and makes it possible to construct a high-capacity storage system without complicated set-up. In abroad, Drobo has shipped over 125,000 units in two and half years of sales, mainly for SMB and creative professionals who needs scalability and manageability at the same time. With this result, the growth rate has been over 100% every year since Data Robotics has started to ship products in 2007. Drobo has attracted great attention from not only SMBs and prosumers overseas but also from domestic prosumers, as a product that overcomes the various limitations of current RAID systems, by utilizing Data Robotics’ unique BeyondRAID technology.

The main features of Drobo are as follows.

<Comparison of BeyondRAID with external hard disk and conventional RAID storage>

	External HDD	BeyondRAID	RAID Storage
A) Safe data storage	×	○	○
B) Easy expansion	△	○	△
C) Mix & match	×	○	×
D) Easy management	△	○	×

A) Safe data storage: Automatically set up the same level of reliability as existing RAID due to hard disk configuration

- B) Capacity expansion: Capacity can be increased quickly without halting the system
- C) Mix & Match: Hard disks with different capacities and from different makers can be used in combination
- D) Easy management: Even if hard disks are replaced due to loss or damage, no new set-up is needed

【Plans of business expansion into the Japanese market】

To date, Data Robotics has supplied Drobo through collaboration with several partner companies in Japan, while providing sales and marketing from overseas. Now, however, with this announcement, Data Robotics will step up its sales promotion and support in Japan through its Japan office, while continuing to collaborate with partners in sales and marketing

The specific support measures are as follows.

- Expansion of Japan office function and establishment of a subsidiary
 - Data Robotics has been preparing to establish a Japanese subsidiary by the end of October 2010, to further expand its Japan office, which opened in July 2010.
- Enhancement of marketing
 - To obtain new customers among end users, creative professionals, and SMBs, Data Robotics will proactively market Drobo products through online promotions, events, and advertising campaigns. Based on the research on domestic market, Data Robotics will define key focus products and develop channels for each product in Japan.
- Reinforcement of partner support
 - In addition to strengthening its collaboration with current partners, Data Robotics will promote collaboration with new resale channel partners, online vendors.

【Price】

Open Price

※ <Referential Market Price (including consumption tax)> (Researched by Data Robotics Japan Office)

- Drobo: 39,900 yen
- Drobo S: 67,800 yen
- Drobo FS: 77,800 yen
- Drobo Pro: 159,800 yen
- Drobo Elite: 398,800 yen

About Data Robotics

Data Robotics, the company that is changing the way the world stores digital content, develops automated storage products designed to ensure data is always protected, accessible and simple to manage. The award-winning Drobo® storage arrays are the first to provide the protection of traditional RAID without the complexity. Data Robotics revolutionary BeyondRAID technology frees users from making the difficult and confining choice of “Which RAID level to deploy?” by providing an unprecedented combination of advanced features and automation,

including single and dual disk redundancy, instant expansion, self-monitoring, data awareness, self-healing and an easy-to-understand visual status and alert panel.

Data Robotics is privately held and headquartered in Santa Clara, California. Company Web site: <http://www.datarobotics.com>.

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