



## **COST ADVANTAGES OF IOMEGA® REV™ DRIVES**

Reduces storage costs  
year after year

Requires far less labor  
than other backup  
systems

Virtually eliminates  
the need to replace  
media

## **RADICALLY FASTER, SIMPLER, AND MORE COST-EFFICIENT**

Iomega REV drives change the economics of data backup and archiving, combining the scalability of tape solutions with the speed, simplicity, and reliability of hard drives. Businesses that have traditionally used tape or other archiving systems can gain an immediate savings in terms of labor, hardware costs, and system downtime. Iomega REV drives also provide a perfect solution for anyone who thought they couldn't afford a high-capacity storage system. It's the most affordable way to backup, archive, and save everything.



### **REVOLUTIONARY REMOVABLE HARD DISK STORAGE**

**FAST & EFFICIENT** Back up and restore up to eight times faster than tape\*\*; retrieve files with random access

**EXPANDABLE & EASY** Add capacity when you need it; plus no maintenance required

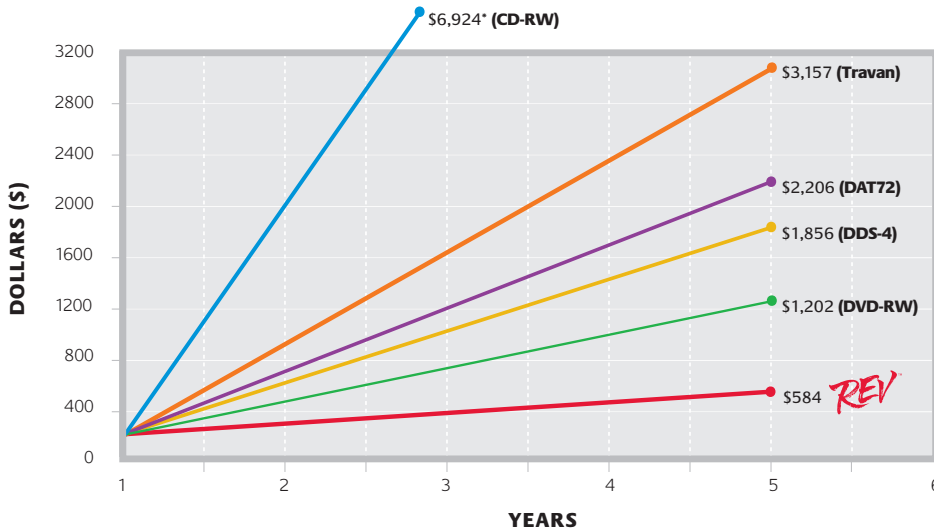
**DURABLE & SECURE** Virtually unlimited rewriteability and password protection



**Save**

SAVE EVERYTHING.™

## Faster and Simpler for a Lower Total Cost of Ownership



TCO = initial drive cost + initial cost of media + (media replacement cost per year + labor cost per year to change media) x 5 years.  
 Initial cost of media = media required per backup x media cost.  
 Media replacement cost per year = 104 backups per year x media required per backup x media cost divided by backups allowed per media.  
 Labor cost per year to change media = media change time per backup x backups per year x labor cost per hour.

\*Expected TCO after 5 years of operation

Omega REV™ drives save time and money, providing a faster, more efficient way to handle everything from file backups to data retrieval to full disaster recovery.

Note: TCO is based on doing a full 50GB backup with no compression twice a week, with tape media being replaced after 20 backups and optical media being replaced after 100 backups. Labor cost is \$10/hour, and media changes are one minute for REV and optical, two minutes for tape.

## The ideal solution for fast, easy, and affordable data backup

As an alternative to tape and other backup solutions, Iomega's new REV drive and removable REV disks deliver state-of-the-art server and desktop backup, while also providing businesses and home users with the ideal portable storage device for sharing and archiving large files.

Iomega REV disks transfer data up to eight times faster than tape\*\* and make retrieval a snap, sparing users the lengthy linear searches required to find files on tape. Each disk cartridge supports an estimated one million rewrites, virtually eliminating the costs of replacing storage media.

With patent-pending advanced two-stage error correction and automatic head cleaning, Iomega REV technology achieves an error rate three orders of magnitude better than many of today's sealed hard drives, and avoids the labor associated with cleaning and re-tensioning tape systems.

Professional-level backup software walks you through the initial setup. Just choose what you want to back up, then set the schedule. You can pick times, create automatic backups whenever the directory contents change, or opt for manual backups.

The professional-level backup software also includes full-system disaster recovery, letting users capture an exact image of the computer's hard drive, including all data files, system files, settings, and installed software. If disaster strikes, the disk image can be copied back to the replacement drive from the REV disk.

The Iomega REV drive is a great backup storage solution for anyone who needs fast, simple, high-capacity removable storage. Now you really can save everything—including money. Available in SCSI, USB 2.0, FireWire® and ATAPI.



www.iomega.com

## Expanding Storage Capacity—and Value

	REV	DAT72 Tape	DVD-RW	CD-RW
Capacity (GB)	35	36	4.70	0.65
Speed (MB/s)	25	3	5-11	0.6-7.2
Complete System Backup	✓	✓	✗	✗
Random Access	✓	✗	✓	✓
Rewriteability	✓	✓	✓	✓
Unattended Backup	✓	✓	✗	✗
Rugged Media	✓	✗	✗	✗
Estimated Media Life (No. of passes)	1,000,000	10,000	1,000	1,000
Password Protected Media	✓	✗	✗	✗
Bootable	✓	✗	✓	✓

Iomega REV drives combine massive storage capacity with the simplicity of drag-and-drop functionality, offering immediate cost advantage over other systems.

## Tape Backup Includes Additional Costs

Iomega REV drives not only offer faster storage and retrieval, but eliminate the hours of additional labor required to maintain traditional tape systems.

- ◆ Tape drives need to be cleaned periodically
- ◆ It takes several minutes to clean each time
- ◆ Tapes also require periodic re-tensioning
- ◆ Tape cartridges must be replaced periodically

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