

WD Purple (WD34PURZ)

WD Purple - Hard drive - Surveillance - 3 TB - internal - 3.5" - SATA 6Gb/s - buffer: 128 MB



WD Purple Surveillance Storage offers exclusive AllFrame technology to bring you premium reliability and peace-of-mind when installing your home or small to medium business security system. WD Purple's exclusive firmware upgrades work with ATA streaming to reduce error pixilation and video interruptions that occur when desktop hard drives are incorrectly used as storage in security systems. WD Purple Surveillance Storage is built for 24/7, always-on, high-definition surveillance security systems that use up to eight hard drives and up to 32 cameras. You wouldn't use a bicycle to transport cargo across the country because it's not the right tool for the job. You also shouldn't use a desktop hard drive in your surveillance security system because it wasn't designed for that application. WD Purple surveillance-class storage has been tested to be compatible in a wide-range of security systems. These drives are designed to replace standard desktop drives that were not designed for the harsh 24/7 always-on, high-definition surveillance environment. Desktop drives are built to run for only short intervals and are not engineered to withstand high-temperature fluctuations and equipment vibrations found in a typical surveillance application.

Key Selling Points

- Reduces video frame loss with surveillance-class storage
- Specifically tuned for surveillance security systems
- Caching algorithms are tuned for write-intensive, low bit rate, high stream count applications that are typical of surveillance applications
- Priority change for write allocations and preemptive caching policies
- TLER & ATA streaming support
- Supports up to eight drives

Product Features

- The smart choice for surveillance
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- Desktop drives vs. surveillance-class storage
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- Surveillance storage for peace-of-mind
Whether you're protecting your personal assets and loved ones or monitoring the business you worked hard to build, you can rely on surveillance-class storage built by one of the largest hard drive manufacturers in the world. WD Purple Surveillance Storage is designed for high temperature, always-on, surveillance security systems to ensure reliability and quality video play back when you need it most. Experience the security of knowing you're using a surveillance - class drive designed by a leader in the hard drive industry.
- Lower power consumption
Low power consumption is crucial in high-temperature always-on surveillance environments. With exclusive IntelliSeek technology, WD Purple drives calculate the optimum seek speeds which lowers power consumption, noise and vibration that can damage and cause desktop drives to wear out more quickly. When you invest in a premium surveillance-class drive you worry less while enjoying the benefits over a longer period of time.

Main specifications

Product Description	WD Purple - hard drive - Surveillance - 3 TB - SATA 6Gb/s
Type	Hard drive - internal
Capacity	3 TB
Form Factor	3.5"
Interface	SATA 6Gb/s
Data Transfer Rate	600 MBps
Buffer Size	128 MB
Drive Class	Surveillance
Features	Advanced Format technology, Conventional magnetic recording (CMR), support up to 64 cameras, AllFrame, tarnish-resistant
Dimensions (WxDxH)	101.6 mm x 147 mm x 26.1 mm
Weight	570 g
Manufacturer Warranty	3-year warranty

Extended specification

Environmental Parameters

Min Operating Temperature	0 °C
Max Operating Temperature	65 °C
Min Storage Temperature	-40 °C
Max Storage Temperature	70 °C
Shock Tolerance (operating)	70 g @ 2 ms
Shock Tolerance (non-operating)	250 g @ 2 ms
Sound Emission	27 dBA

General

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Reliability

MTBF	1,000,000 hours
Non-Recoverable Errors	1 per 10 ¹⁴
Load / Unload Cycles	300,000

Manufacturer Warranty

Service & Support	Limited warranty - 3 years
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Expansion & Connectivity

Interfaces	1 x SATA 6 Gb/s
Compatible Bay	3.5"

Performance

Drive Class	Surveillance
Drive Transfer Rate	600 MBps (external)
Internal Data Rate	180 MBps

Miscellaneous

Compliant Standards	RoHS, BSMI, ICES-003, NMB-003, FCC, KC, Maghreb, RCM, UKCA, VCCI, CB Scheme, TUV, UL
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Power

Power Consumption	4.6 watt (read) ¦ 4.6 watt (write) ¦ 4.1 watt (idle) ¦ 0.3 watt (sleep)
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