

Fry's Stores Add 32GB, 64GB and 128GB Ridata Ultra-S Plus MLC SSD

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Agency: **Antarra Communications**



Diamond Bar, Calif. – August 26, 2008 – Advanced Media, Inc., is a manufacturer and marketer of the popular Ridata brand of recordable DVD media, electronic storage products, and digital media accessories. The company announced today that its Ridata Ultra-S Plus Series of Solid State Drives (SSD) are now available at Fry's Electronics. Ultra-S Plus MLC SSD's feature a Multi-Level Cell (MLC) SATA configuration for fast read and write speeds plus larger storage capacities.

"We are pleased Fry's is expanding their retail selection of Ridata SSD's for laptops and other mobile computing devices. The Ridata Ultra-S Plus MLC SSD is an affordable alternative to Hard Disk Drives (HDD). SSD drives offer many benefits for notebooks. Cool and silent running, low battery usage, fast data access, dependable performance and resistance to temperature, shock, vibration and humidity make SSD ideal for mobile computing," remarked Harvey Liu, Advanced Media President.

Data Integrity

Featuring no moving parts, Ridata SSD's are resistant to vibration, shock, humidity and temperature extremes. They are very reliable with up to 1,000,000 hours Mean Time Between Failures (MTBF). Data integrity is ensured by static wear leveling and Reed-Solomon ECC (8bit BCH). With SMART features and write endurance cycle (P/E) up to 1,000,000 times (depending on capacity used), the Ridata SSD drive keeps data safe and secure.

Technology

The Ridata 32, 64 GB and 128 GB Ridata Ultra-S Plus MLC stores two bits of data per cell, providing consistent, fast performance and extremely low-power consumption. Its lightweight is ideal for the performance-driven and rugged environments that laptops and other mobile computing devices experience. Laptop compatibility is ensured by a traditional Serial ATA (SATA) connection with 7-pin signal segment and 15-pin power segment.

Performance

User time on a laptop or other mobile computing application is dramatically extended, due to the drive's low-five-volt power consumption. With no mechanical parts, low battery usage and minimal heat generation the Ridata SSD Drive is a natural alternative for a greener environment. Meeting bus interface industry standard Serial ATA (SATA) ensures no host compatibility or upgrading issues. The Ridata SSD offers reliable temperature (0 to 70C) resistance, assuring long-lasting data storage.

Availability

All capacities of the Ridata Ultra-S Plus SSD Series MLC are now available at Fry's. Visit www.ritekusa.com or www.frys.com for more product information and retail availability.

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About Advanced Media (RITEK USA)

Advanced Media, Inc. is a subsidiary of RITEK Corporation, the world's largest optical media manufacturer. Advanced Media is the sole North and South American marketer and distributor of the RIDATA brand of recordable DVD media as well as other types of electronic storage media. Since 2001, Advanced Media has experienced phenomenal annual growth and is already a leading marketer of electronic storage products in the American market.

The Ridata brand offers an extensive line of flash memory products including the cutting edge Solid State Drive (SSD) Series and up to 32GB 233X CF Cards. The brand also features USB EZ Drives including the award-winning Yego USB Hub drive and other USB drives such as the Twister USB drive. Ridata's cornerstone products include Blu-Ray DVD series, DL DVD-R/+R, DVD+/-R/RW.

RITEK for years has been defining and redefining the optical storage market. Around the world, its name is synonymous with innovation, quality, and unparalleled consistency. Its ISO 14001, ISO 9001, ISO 9002, OHSAS 18001, and Green mark certification from the EPA prove RITEK's commitment to quality control.

Advanced Media is headquartered in Diamond Bar, California. For further information, call (909) 861-2269 or e-mail: ssdsales@ritekusa.com. Visit Advanced Media at: www.ritekusa.com.

About Fry's Electronics

Fry's was founded as a Silicon Valley retail electronics store to provide a one-stop-shopping environment for the hi-tech professional. Fry's continues to keep hi-tech professionals supplied with products representing the latest technological trends and advances in the personal computer marketplace. Fry's retails over 50,000 electronic items within each store, now totaling 34. There are currently 7 stores in Northern California, 9 stores in Southern California, 8 stores in Texas, 2 stores in Arizona, 2 stores in Georgia, and 1 store each in Illinois, Indiana, Nevada, Oregon and Washington. The stores range in size from 50,000 to over 180,000 square feet. Fry's also provides customers with added shopping opportunities via its online center at www.Frys.com.

[You can find this press release here](#)