

HDD Purple 3TB 3.5 SATA 6Gbs 64MB(WD30PURZ)  
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WD Purple drives are built for 24/7,always-on,high-definition security systems. With a high workload rate,WD Purple drives are optimized for surveillance systems. WD Purple surveillance storage also features WD's exclusive AllFrame 4K technology,so you can confidently create a security system tailored to the needs of your business.

## Key Selling Points

- Surveillance you can trust
- WD's exclusive AllFrame 4K technology
- Enhanced workload rating
- Wide compatibility,seamless integration
- Less power,more efficient

## Product Features

### Surveillance you can trust

With WD Purple surveillance storage,you have a drive engineered for high temperature,always-on surveillance systems so you can rely on quality video playback when you need it most. Whether you're protecting loved ones or monitoring your business,WD Purple offers performance you can trust.

### WD's exclusive AllFrame 4K technology

All WD Purple drives are equipped with AllFrame 4K technology,which improves ATA streaming to help reduce frame loss,improve overall video playback,and increase the number of hard drive bays supported within a NVR. Futureproof your surveillance solution knowing that WD Purple is ready for ultra high definition cameras.

### Enhanced workload rating

With a high workload rating WD Purple is designed to handle the unique demands of modern video surveillance DVR and NVR systems.

### Wide compatibility,seamless integration

WD Purple hard drives are built with compatibility in mind,so you can quickly and seamlessly add capacity to your surveillance system. With a wide range of enclosures and chipsets supported,you're sure to find the DVR or NVR configuration that's right for you.

### Less power,more efficient

With exclusive IntelliSeek technology,WD Purple drives are able to calculate optimum seek speeds. This keeps power consumption low so ambient noise and vibrations are at a minimum.

## Main Specifications

Product Description	WD Purple Surveillance Hard Drive WD30PURZ - hard drive - 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	64 MB
Spindle Speed	5400 rpm
Features	Time-Limited Error Recovery (TLER),Advanced Format technology,HelioSeal,surveillance system compatible,24x7 availability,Write-Intensive Endurance,AllFrame 4K
Dimensions (WxDxH)	101.6 mm x 147 mm x 26.1 mm
Weight	640 g
Localisation	Worldwide
Manufacturer Warranty	3 years warranty

## Extended Specification

## General

Device Type	Hard drive - internal
Capacity	3 TB
Form Factor	3.5"
Interface	SATA 6Gb/s
Buffer Size	64 MB
Features	Time-Limited Error Recovery (TLER),Advanced Format technology,HelioSeal,surveillance system compatible,24x7 availability,Write-Intensive Endurance,AllFrame 4K
Width	101.6 mm
Depth	147 mm
Height	26.1 mm
Weight	640 g

## Performance

Drive Transfer Rate	600 MBps (external)
Internal Data Rate	145 MBps
Spindle Speed	5400 rpm

## Reliability

Non-Recoverable Errors	1 per 10 <sup>14</sup>
Load / Unload Cycles	300,000

## Expansion &Connectivity

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

## Power

Power Consumption	4.4 Watt (read) 4.4 Watt (write) 4.1 Watt (idle) 0.4 Watt (standby) 0.4 Watt (sleep)
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## Miscellaneous

Compliant Standards	Directive 2002/95/EC
Localisation	Worldwide

## Manufacturer Warranty

Service &Support	Limited warranty - 3 years
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## 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) 30 g @ 2 ms

Shock Tolerance  
(non-operating) 250 g @ 2 ms

Sound Emission 23 dBA

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