



WD Branded Products Retail Setup Sheet

My Passport® Studio™



Headline Positioning

Portable high speed storage for Mac®

Ad Copy

39 Character DMR copy (500 GB) – My Passport® Studio™ 500 GB FW 800 portable hard drive

39 Character DMR copy (750 GB) – My Passport® Studio™ 750 GB FW 800 portable hard drive

39 Character DMR copy (1 TB) – My Passport® Studio™ 1 TB FW 800 portable hard drive

72 Character DMR copy (500 GB) – My Passport® Studio™ 500 GB FireWire 800 high capacity portable hard drive

72 Character DMR copy (750 GB) – My Passport® Studio™ 750 GB FireWire 800 high capacity portable hard drive

72 Character DMR copy (1 TB) – My Passport® Studio™ 1 TB FireWire 800 high capacity portable hard drive

Highlights

- Massive capacity. All metal design.
- Dual FireWire® 800 interfaces
- Password protection and hardware encryption

Keywords

WD, Western Digital, My Passport, My Passport Studio, Studio, portable drive, portable hard drive, hard drive, external hard drive, portable storage, FireWire, FireWire 800, Apple Time Machine, password protection, hardware encryption, encryption

Copy

Short

My Passport® Studio™ comes standard with two super-fast FireWire® 800 ports, massive capacity, password protection, and a MacBook®-inspired, metal enclosure that make this drive the ideal companion for Mac® professionals.

Medium

My Passport® Studio™ comes standard with the high-performance features and premium style that creative professionals demand. Two super-fast FireWire® 800 ports, massive capacity, password protection, and a MacBook®-inspired, metal enclosure make this drive the ideal companion for the photographer, videographer, graphic artist, or creative professional on the go.

Long

My Passport® Studio™ comes standard with two super-fast FireWire® 800 ports, massive capacity, and a MacBook®-inspired, metal enclosure that make this drive the ideal companion for Mac® professionals.

Two FireWire 800 ports – With two super-fast FireWire® 800 ports, you can save and access data at up top speeds. Use the second FireWire port to daisy chain an additional external drive or other peripheral to your Mac®. This drive also offers a USB 2.0 interface for added connectivity.

Premium aluminum enclosure – The durable, anodized aluminum enclosure is the perfect complement for your MacBook® or MacBook Air® and resists scratching and fingerprints.

WD Security™ – WD Security utility allows you to set password protection and hardware encryption for your drive to protect your files from unauthorized use or access.

WD Drive Utilities™ – Register your drive, set drive security, run diagnostics and more using WD Drive Utilities.

Massive capacity, small enclosure – Offering massive capacity in the smallest available metal enclosure, My Passport Studio is the ideal companion for the photographer, videographer, graphic artist, or creative professional on the go.

Formatted for Mac – HFS+ Journaled so it works right out of the box with your MacBook or MacBook Air. Can be reformatted for Windows.

Compatible with Apple® Time Machine® - Back up your files with Apple Time Machine.

No power adapter required – The drive is powered through the FireWire or USB port, so there's no need to lug around a bulky power adapter.

WD quality inside and out – We know your data is important to you. So we build the drive inside to our demanding requirements for durability, shock tolerance, and long-term reliability. Then we protect the drive with a robust enclosure designed for beauty and protection.

Ideal for

- Transferring files with the blazing-fast FireWire® 800 interface.
- Adding extra storage for your videos, music, photos, and files.
- Using with your MacBook® or MacBook Air®
- Backing up your files with Apple® Time Machine®
- Securing your files from unauthorized access with password protection and hardware encryption

Kit Contents

- Portable hard drive
- FireWire 800 cable
- USB 2.0 cable
- Quick Install Guide

Compatibility

- Formatted for Mac OS® X, Leopard®, or Snow Leopard™, or Lion™
- Windows® XP, Windows Vista®, or Windows 7 (requires reformatting)

Compatibility may vary depending on user's hardware configuration and operating system.

Product Dimensions

750 GB and 1 TB

Height	0.9 in (22 mm)
Length	5.0 in (126 mm)
Width	3.3 in (84 mm)
Weight	0.68 lb (0.31 kg)

500 GB

Height	0.7 in (19 mm)
Length	5.0 in (126 mm)
Width	3.3 in (84 mm)
Weight	0.56 lb (0.25 kg)

Product Specifications

Data transfer rate ¹	
FireWire 800	800 Mb/sec (maximum)
USB 2.0	480 Mb/sec (maximum)
RoHS compliant ²	Yes

Environmental Specifications

Operating temperature	5°C to 40°C
Non-op. temperature	-20°C to 65°C

Packaging Specifications

	English	EU	Metric
Retail box size			
Face width	6.75 in	171 mm	171 mm
Shelf depth	1.94 in	49 mm	49 mm
Face height	6.65 in	169 mm	169 mm
Retail box weight (max)			
750 GB and 1 TB	1.06 lb	0.48 kg	0.48 kg
500 GB	0.94 lb	0.43 kg	0.43 kg
Master carton size	12.4 in x 7.1 in x 7.2 in	314 mm x 181 mm x 182 mm	314 mm x 181 mm x 182 mm
Master carton weight			
750 GB and 1 TB	6.85 lb	3.11 kg	3.11 kg
500 GB	6.09 lb	2.77 kg	2.77 kg
Boxes per master carton	6	6	6
Master cartons per pallet	120	84	120
Pallet load size	48 in x 40 in x 48 in	1200 mm x 800 mm x 1221 mm	1219 mm x 1016 mm x 1221 mm
Pallet load weight			
750 GB and 1 TB	874.8 lb	129.30 kg	396.89 kg
500 GB	784.3 lb	129.30 kg	355.85 kg





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Retail UPCs

PAN AM		EMEA	
Capacity ³	Order Number	UPC	Order Number
500 GB	WDBALG5000ABK-NESN	7 18037 78139 6	WDBALG5000ABK-EESN
750 GB	WDBK8A7500ABK-NESN	7 18037 78251 5	WDBK8A7500ABK-EESN
1 TB	WDBK8A0010BBK-NESN	7 18037 78246 1	WDBK8A0010BBK-EESN

APAC		JAPAN	
Capacity ³	Order Number	UPC	Order Number
500 GB	WDBALG5000ABK-PESN	7 18037 78140 2	WDBALG5000ABK-JESN
750 GB	WDBK8A7500ABK-PESN	7 18037 78252 2	WDBK8A7500ABK-JESN
1 TB	WDBK8A0010BBK-PESN	7 18037 78247 8	WDBK8A0010BBK-JESN

Limited Warranty⁴

3 years Worldwide

For service and literature:

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www.westerndigital.com

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+800.6008.6008	Asia Pacific
+800.ASK.4WDEU	Europe (toll free where available)
+31.88.0062100	Europe, Middle East, Africa

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¹ A USB 2.0 host and USB 2.0 certified cable are required to obtain Hi-Speed USB performance.

² WD complies with the Restriction of Hazardous Substances (RoHS) Directive 2002/95/EC of the European Parliament, which is effective in the EU beginning July 1, 2006. RoHS aims to protect human health and the environment by restricting the use of certain hazardous substances in new equipment, and consists of restrictions on lead, mercury, cadmium, and other substances.

³ As used for storage capacity, one megabyte (MB) = one million bytes, one gigabyte (GB) = one billion bytes, and one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment. As used for buffer or cache, one megabyte (MB) = 1,048,576 bytes. As used for transfer rate or interface, megabyte per second (MB/s) = one million bytes per second, and gigabit per second (Gb/s) = one billion bits per second. Effective maximum SATA 3 Gb/s or 1.5 Gb/s transfer rate calculated according to the Serial ATA specification published by the SATA-IO organization as of the date of this specification sheet. Visit www.sata-io.org for details.

⁴ The term of the limited warranty may vary by region. Visit our website at support.wdc.com/warranty for details.

