## Annotations (left panel)

1. This template is used for pages that have "section doors" or links to deeper content.

2. The image area may contain one long image or three smaller images that echo the three columns of Surveillance-specific content below the intro text.

3. The items on this row are external links (to WWW content) so no branding images are required.

4. These links go to the actual news article, and the "more" button will go to the general news page.

5. This links to the SPP signup/login page unless they are already logged in, in which case it links to the SPP home page.

NOTE: The center column is not to scale with the left column; the real center column is actually about 25% wider.

## Page mockup

United States (English) | <change>

Home | News | Investor Relations | Jobs | Where to Buy

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- CE MANUFACTURERS
- SYSTEMS BUILDERS

Quick links: Remote Access | Automotive | Data Center Consolidation | Surveillance | Security Planning | Backup Planning | Interface Technology
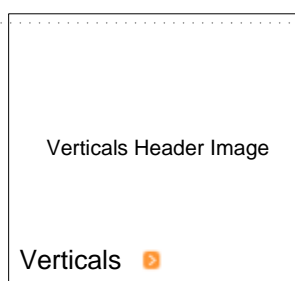
For personal use
- HOME ENTERTAINMENT
- MAKING MOVIES
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- MAKING MUSIC

### Digital Needs
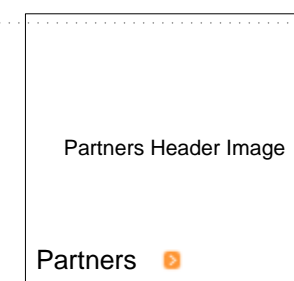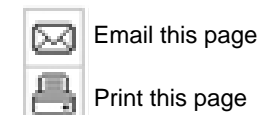
Image

Digital Needs > Surveillance

Surveillance Solutions ⊡  Vertical Markets ⊡  Solutions Providers ⊡  Resources ⊡  News & Events ⊡

**Surveillance**

Learn more about Surveillance Technology. Click here to view the flash.

Verticals Header Image

**Verticals** ⊡

Partners Header Image

**Partners** ⊡

Digital video surveillance systems are rapidly becoming ubiquitous, empowering a broad variety of security solutions throughout the public and private sectors. Whether deployed in somber financial institutions or flashy Las Vegas casinos, Fortune 100 corporate headquarters or corner convenience stores, digital surveillance systems share one fundamental trait—they rely on hard disk drive (HDD) storage to house their copious quantities of video data.

Not surprisingly, the specific characteristics of that video data will vary depending on the environment a surveillance digital video recorder (SDVR) system must monitor. Understanding a security environment's unique surveillance needs and challenges is key to configuring an SDVR system's HDD storage for maximum performance and cost-effectiveness.

**Surveillance Solutions**

Seagate drives a complete line of surveillance solutions from network attached storage to indoor and mobile solutions.

More ⊡

**Vertical Markets**
- Retail & Commercial
- Casino, Gaming & Hospitality
- SMB & Enterprise
- Government
- Banking & Finance

More ⊡

**Solutions Providers**

See what Seagate's Ecosystem, Channel, and Distributor partners are offering in the Surveillance solutions market.

More ⊡

**Resources**

This is the place for datasheets, white papers, case studies, and for SPP Members, a depth of useful materials including bulletins, photos, and solutions guides.

More ⊡

**News & Events**
- Headline of first link
- headline of second link showing longer title wrap
- headline of third link
- Headline of fourth link showing longer title wrap

More ⊡

**Seagate Partner Program**

The Seagate Partner Program offers the eNewsletter, the latest Training Tools, and both marketing and tech bulletins, as well as contests and promotions.

More ⊡

### Right column

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⬢ MAKING MUSIC

---

**Notes (margin annotations):**

△1 Because Surveillance is deeper than for example Data Center Consolidation, it makes more sense for the web site template to be a main section layout like Ruggedized (if the content goes to a deeper level of pages).

This option eliminates content "below the fold" and on the sub-pages, makes it more modular and easier to single-source with SPP versions of these pages.

If we go with no branding images, the page still looks fine. This also allows us to expand any section (for example, we show 6 section doors here).

△2 Apparently the "quick links" pages within Digital Needs cannot have second-level "breadcrumb trail" links due to conflicts with channel marketing and landing page requirements, so the proposed navigation breadcrumbs (shown below) have now been removed. This means that we have a navigation issue to resolve.

We are proposing as a temporary measure to use the standard employed by the Services group (see http://services.seagate.com/index.aspx?lng=en-us) in order to provide internal navigation.

Digital Needs > Surveillance > Surveillance Solutions

---

Digital Needs > Surveillance △2

Surveillance Solutions ◉   Vertical Markets ◉   Solutions Providers ◉   Resources ◉   News & Events ◉

△1 **Surveillance Solutions**

Today's video surveillance systems must deliver full-motion video, captured continuously in real-time and often employing high-definition frame resolutions.

In addition to the widespread availability of wired and wireless networks that link together computers and video surveillance solutions, surveillance users can also leverage new applications such as hardware-based IP video and software-based video analytics to expand the impressive capabilities already delivered by video surveillance systems.

▶ Learn more about Surveillance Technology. Click here to view the flash.

Furthermore, a growing number of solution providers offer systems that mate advanced digital cameras and video software with existing networks employed for access control, intrusion detection and cyber security. Such enhanced systems enable users to search and filter activities in a video events database, isolating only those images in which user-specified details occur.

As surveillance technology continues to advance, the industry is rapidly moving towards the introduction of integrated security products, consolidating operator consoles, digital imaging and HDD-based video storage in one comprehensive security solution.

Such integrated systems give rise to entirely new usage models in video surveillance, heavily reliant on HDDs to meet the massive storage requirements imposed by network-ready systems that house 24/7 full-motion and high-definition video.

| Indoor Surveillance | Enterprise Video | Outdoor & Mobile |
|---|---|---|
| Text introducing Indoor Surveillance DVR Data Storage | Text introducing Enterprise Video Surveillance Data Storage | Text introducing Outdoor & Mobile Video Surveillance Data Storage |
| More ▶ | More ▶ | More ▶ |
| Indoor Surveillance | Enterprise Video | Outdoor & Mobile |
| Text introducing Indoor Surveillance DVR Data Storage | Text introducing Enterprise Video Surveillance Data Storage | Text introducing Outdoor & Mobile Video Surveillance Data Storage |
| More ▶ | More ▶ | More ▶ |

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**Related Product Family**

**Barracuda ES**

**SV35**

**EE25**

**1** Breaking out each Surveillance Solution sub-page makes the content more modular, and gives us room to add additional links if the page is on SPP.

**2** Because links can only be managed programmatically on navigational elements (left navigation, right-column related products) we cannot ensure that in-line links will always work. This represents a content maintenance issue.

Instead, we prefer to make reference to products, data sheets, and other items in the text, but provide special "related items" sections reserved for navigation that can be maintained programmatically. In-line product references should be bold in order to call them out.

In this case, we can either place the "related link" content in the right-column (shown in this example just for reference, but the group decided not to do it this way), or we can place it in a section below the text (as shown)

**3** Here the final two links only appear on the SPP version of this page.

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## Digital Needs

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Digital Needs > Surveillance

Surveillance Solutions ▸   Vertical Markets ▸   Solutions Providers ▸   Resources ▸   News & Events ▸

## Surveillance Solutions

**1** ### Indoor Surveillance DVR Data Storage

Indoor surveillance is a key area in security as protecting corporate information and wealth is a driving force for enterprises to adopt the use of indoor video surveillance technologies.

Generally deployed inside offices, buildings and other enclosed spaces to achieve security objectives such as safeguarding corporate assets and monitoring human traffic, indoor surveillance applications include surveillance digital video recorders (SDVRs), surveillance network DVRs (SNVRs) and small-form-factor (SFF) SDVRs.

Hard drive requirements:
1. Reliable performance under uninterrupted operations with an emphasis write capabilities;
2. Low heat dissipation;
3. Optimized for data integrity and smooth, high-resolution video;
4. Optimized power management features with low power consumption;
5. Video read/write capabilities;
6. Hard drives structured to deliver outstanding performance in video playb
7. Large capacity for video storage.

Recommended product: The **Seagate SV35 Series drive** – the first hard dri recording in today's demanding video surveillance systems.

Highly customizable for individual or network-based, multi-drive applications and environments, the SV35 Series is the perfect storage solution for all indoor surveillance applications, for continuous recording and playback.

**2**

Indoor Banner Image

### Related Documents

SV35 Product Information page

EE25 Product Information page

Documents Available to SPP Members

**3** EE25 Tech Bulletin

SV35 Solutions Guide

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**Related Product Family**

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**EE25**

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Here the links are shown in a section below the text.

Links can pop up in a named window (so that only one popup window occurs), and can be to sections or to specific documents.

**4** In the right column we'll show only the product mentioned in the body copy, along with a case study.

SPP content will be linked if the person is logged in, and will link to the generic SPP registration/login page if they are not, plus we have "teaser" text saying these are available to SPP members.

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**Surveillance Solutions**

**1 Outdoor & Mobile Surveillance Data Storage**

Advancements in outdoor surveillance technologies have become a priority in order to improve our abilities to deal with security threats. Given the nature of its extended operations under harsh environmental conditions such as heavy rain, excessive sunlight and low temperatures, outdoor video surveillance often requires high capacity solutions that are also capable of withstanding the elements.

At the same time, mobile surveillance units also play a special role in the arena of surveillance technologies and are increasingly becoming prevalent. For mobile surveillance units, which are typically installed within vehicles such as police cars, the need for resistance to shock and vibrations are of prime consideration.

Hard drive requirements:
1. Designed specially to integrate within digital video recording systems;
2. Engineered to deliver reliable performance even under extreme conditions;
3. Able to provide uninterrupted performance under high vibration, high humidity and high altitude conditions;
4. Optimized for smooth video streaming and data integrity;
5. Large storage capacity.

Recommended product: The **Seagate EE25 Series drive** is a world leader in this area, with extreme physical robustness and tolerance against extreme temperatures for the rigors of safeguarding public and organizational interests.

Even under harsh conditions, the **EE25 Series** is able to deliver media-rich content reliably. There is simply no alternative product for use in outdoor and mobile surveillance systems.

**2** [Outdoor & Mobile Banner Image]

**Related Documents**

**3** SV35 Product Information page

EE25 Product Information page

Documents Available to SPP Members

EE25 Tech Bulletin

SV35 Solutions Guide **4**

---

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**Related Product Family**

**Barracuda ES**

**SV35**

**EE25**

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United States (English) | <change>

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Image

**Digital Needs**

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**Vertical Markets**

① Digital video surveillance systems are rapidly becoming ubiquitous, empowering a broad variety of security solutions throughout the public and private sectors. Whether deployed in somber financial institutions or flashy Las Vegas casinos, Fortune 100 corporate headquarters or corner convenience stores, digital surveillance systems share one fundamental trait—they rely on hard disk drive (HDD) storage to house their copious quantities of video data.

Vertical Markets Image

Not surprisingly, the specific characteristics of that video data will vary depending on the environment a surveillance digital video recorder (SDVR) system must monitor. Understanding a security environment's unique surveillance needs and challenges is key to configuring an SDVR system's HDD storage for maximum performance and cost-effectiveness.

| **Retail & Commercial** | **Casino & Hospitality** | **SMB & Enterprise** |
|---|---|---|
| Introductory text (sentences or bullets) | Introductory text (sentences or bullets) | Introductory text (sentences or bullets) |
| More ▸ | More ▸ | More ▸ |

| **Government** | **Banking & Finance** | |
|---|---|---|
| Introductory text (sentences or bullets) | Introductory text (sentences or bullets) | |
| More ▸ | More ▸ | |

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**Related Product Family**

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**SV35**

**EE25**

---

① This section is laid out using the same template model as Solutions. Here we see the option of one large banner.

A banner for each vertical would be unwieldy and would not be scalable. Instead, one banner for this section makes the most sense.

**1** Breaking out each Vertical sub-page makes the content more modular, and gives us room to add additional links if the page is on SPP.

**2** Because links can only be managed programmatically on navigational elements (left navigation, right-column related products) we cannot ensure that in-line links will always work. This represents a content maintenance issue.

Instead, we prefer to make reference to products, data sheets, and other items in the text, but provide special "related items" sections reserved for navigation that can be maintained programmatically.

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Image

## Digital Needs

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Quick links: Remote Access | Automotive | Data Center Consolidation | Surveillance | Security Planning | Backup Planning | Interface Technology

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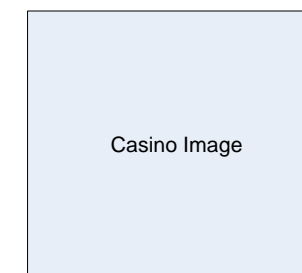- ❯ TAKING PICTURES
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### Vertical Markets

**Casino, Gaming, & Hospitality**

**1** Consider the security challenges of typical casinos: often open 24 hours a day; accommodating thousands of people at a time in venues that can be larger than a football field, all with easy entrance to and exit from the facility. Such an environment invites criminal behavior, whether it be theft or pickpocketing, physical assault or cheating in the various games of chance.

Casino Image

And these threats do not come solely from the casino's guests. According to the Nevada Gaming Commission, between 1999-2000 the casinos' own employees accounted for over one third of those arrested for theft or cheating.

In response, many casinos take a two-tiered approach to video surveillance. The first tier employs conventional techniques (moderate image resolutions, multiple cameras for widespread coverage) with special emphasis on cash-handling areas. The second tier is more sophisticated, utilizing high-resolution streams and intelligent video surveillance software in the gaming areas to identify and track a small number of high-risk individuals (for example, professional card cheats) in very crowded settings.

Given the sheer number of people involved and the multitude of locations where potential criminal activity could take place, it should come as no surprise that casinos rely on an enormous quantity of cameras to ensure comprehensive security coverage. Moderate resolution video streams are effective for general surveillance, but the large number of cameras/streams involved places enormous demands on storage capacity. In addition, the high-resolution streams used to closely monitor gaming area activity further boost capacity requirements.
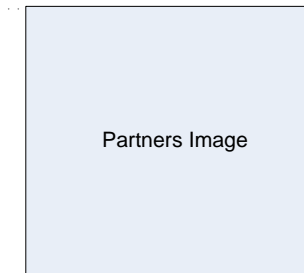
### Related Documents

**2** SV35 Product Information page

EE25 Product Information page

Documents Available to SPP Members

EE25 Tech Bulletin

SV35 Solutions Guide

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**Related Product Family**

**Barracuda ES**

**SV35**

**EE25**

**1** This section will describe a few partners and what partners are doing in the Surveillance arena.

**2** This used to be referred to by the internal name "Ecosystem" partners but was changed because we recognized that no one would know what "ecosystem partners" means.

**3** For Channel and Distys, the "more" button may just go to the "where to buy" page.

United States (English) | <change>

Home | News | Investor Relations | Jobs | Where to Buy

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**Seagate**

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# Digital Needs

Image

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## Solutions Providers

Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur.

Partners Image

**1** Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus.

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**2**

| Industry Partners | Channel Partners | Distributors |
|---|---|---|
| • Case Study PDF link | Introductory text (sentences or bullets) | Introductory text (sentences or bullets) |
| • Case Study PDF link | | |
| • Case Study PDF link | More ▸  **3** | More ▸ |
| • Case Study PDF link | | |
| More ▸ | | |

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**Related Product Family**

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**1**

Use customer stories template:
- White Papers
- Case Studies
- Dictionary
- Surveillance Flash
- Solution Guide?
- Custom PPT?
- Marketing/Tech Bulletins?

**2**

Some of these topics, such as Surveillance Flash or Dictionary, could go to their own page, while some links such as White Papers and Case Studies could link to the section within the page, as shown here.

If the page links to SPP content, and they're not logged in, then the text would not show links but rather would indicate that you would get this content through SPP (as a way to "sell" SPP).

This page could get long, but I think that when you're looking for resources, you don't want a lot of clicks but prefer to scroll through a list. This of course depends on how many items are in the list!

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## Resources

**2**

SPP Member Links:
Dictionary
Flash
Solution Guide

**1**

**White Papers**

- List item 1 Lorum ipse loquatur. Senatus et populumque Romanus.
- List item 2 Senatus et populumque Romanus. Lorum ipse loquatur.
- List item n Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus.
- List item n Lorum ipse loquatur. Senatus et populumque Romanus.
- Lorum ipse loquatur.
- List item 2 Senatus et populumque Romanus. Lorum ipse loquatur.
- List item n Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus.
- List item n Lorum ipse loquatur. Senatus et populumque Romanus.
- Lorum ipse loquatur.

**Case Studies**

- List item 1 Lorum ipse loquatur. Senatus et populumque Romanus.
- List item 2 Senatus et populumque Romanus. Lorum ipse loquatur.
- List item n Senatus et populumque Romanus. Lorum ipse loquatur. Senatus et populumque Romanus.
- List item n Lorum ipse loquatur. Senatus et populumque Romanus.
- Lorum ipse loquatur.
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- List item n Lorum ipse loquatur. Senatus et populumque Romanus.
- Lorum ipse loquatur.

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**News & Events**

Press Releases Banner
Image

Press Releases ▸

Media Coverage Banner
Image

Media Coverage ▸

Events Banner Image

Events ▸

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| **Seagate in the News** | **Press Releases** | **Surveillance Events** |
|---|---|---|
| • News item 1 blah blah blah blah | • Press release 1 blah blah blah blah | • Event 1 blah blah blah blah |
| • News item 2 blah blah blah | • Press release item 2 blah blah blah | • Event 2 blah blah blah |
| • News Item 3 blah blah blah blah blah blah | • Press release 3 blah blah blah blah blah blah | • Event 3 blah blah blah blah blah blah |
| • News item 4 blah blah blah | • Press release 4 blah blah blah | • Event 4 blah blah blah |
| • News item 5 blah blah blah blah blah | • Press release 5 blah blah blah blah blah blah | • Event 5 blah blah blah blah blah blah |
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1. Intro text may not be needed for this section.

This section lists key news and event items related to Surveillance, and for SPP it is regionalized.

2. For now, these links will go to specific news articles, and the more links just go to the general news and events pages.

If possible, it would be great if Dipendra could link to the main news section on WWW with a parameter in the link that would tell the News page to filter the news for items tagged as being about Surveillance. (Same idea for Press releases and Events.)

**HOME PAGE**

- Static banner linking to Surveillance flash
- Products (WWW)
- Support (WWW)
- Partners & Resellers (WWW)
- News & Info (WWW)
- Contact Seagate (WWW)
- 5 year Warranty (WWW)

**ECO PARTNER HIGHLIGHTS**

- ecosystem partners
- channel partners
- distributor partners (WWW)

**SURVEILLANCE SOLUTIONS**

- Indoor PC-based and Embedded Digital Video Recorders
- Indoor Server-based enterprise Surveillance
- Mobile / Automobile DVR
- Outdoor DVR

- Network Video Recorders
- Network Attached Storage
- Direct Attached Storage
- Direct Recording on HDD

**VERTICAL USAGE MODELS**

- Banking / Finance
- Retail / Commercial
- Casino / Gaming / Hospitality
- SMB / Enterprise
- Government

**RESOURCES**

- Marketing Bulletins (SPP)
- Tech Bulletins (SPP)
- Solution Guide SPP
- Custom PPT (SPP)
- Product Photos, Ad templates (SPP)
- Dictionary (SPP)

- Case Studies (WWW & SPP)
- Data sheets (WWW & SPP)
- Product Overview (WWW & SPP)
- Whitepapers (WWW & SPP)

**TRAINING TOOLS**

- Flash based multimedia PPT
- Basic SVR Training
- Surveillance Knowledge Center

**EVENTS**

- Security Channel Focused Shows
- Vertical Segment Focused Shows

**NEWS**

- List of press releases, product review, and editorial / news clips (WWW)

**DISTRIBUTORS**

- List of 6 regions (WWW)

**MEMBERS LOGIN**

- Have you Registered with Seagate Before?
- Thank You For Providing Your Email Address!
- We're sorry, we could not find your account in our database. Please continue through the registration process.'

- Login, Terms & Conditions
- Registration Information
- Contact & Business Information
- Thank you page
- Confirm Your Registration Information

**REGISTER AS SPP MEMBER**

- Login page (SPP)
- Member's Page Overview
- eNewsletter Archive
- Seagate Video Surveillance
- Partner Storage Training Module

- Market Bulletin
- Seagate Video Surveillance: Market Opportunity
- Promotions
- Contests

United States (English) | <change>

Home | News | Investor Relations | Jobs | Where to Buy

Search

## Seagate

Image

## Digital Needs

Image

**①**

## Tools & Resources

### Training Tools

**③**
**④**
**⑤**

- Flash Based Multimedia PPT
- Customer PPT [need real title]
- Basic SDVR Training
- Surveillance Knowledge Center
- Partner Storage Training Module
- Seagate Video Surveillance

### Marketing Bulletins

- Rugged Seagate EE25 Series Drives - 3/07
- A Storage Solution for Every Surveillance Application - 10/06
- Comparison of Seagate 3.5-Inch, 7200-RPM, PATA and SATA Disc Drives - 7/06
- White-Box System Builders/VARs and the Physical Security Market - 7/06

**⑥**
### Technical Whitepapers

- Digital Surveillance Storage: The Economies of Scale - 3/07
- Digital Video Surveillance: Software Best Practices - 2/07
- Video Surveillance Environments and Hard Drive Storage - 1/07
- Video Surveillance Storage: How Much Is Enough? - 1/07

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**⑦**
## Useful Links

**⑧**
**⑨**
- Solutions Guide
- Product Photos
- Ad Templates
**⑩**
- eNewsletter Archive
- eStore
**⑫**
  (for Premier Partners only)

**⑪**
## Case Studies

- Get Smart With Digital Surveillance - 3/07
- From Casinos to Airports, Hard Drives Are Taking a Bite Out of Crime - 3/07
- CR Kennedy Raises Reliability and Capacity—But Not Cost—With First Surveillance-Specific Hard Drive Solution From Seagate - 2/07
- WorldCom Selects Seagate Barracuda ES Hard Drives for the CCTV Data Storage System on the Expressway and Rapid Transit Authority of Thailand - 2/07
- BlueStar Optimizes Its DVR Surveillance Capability With the Seagate SV35 Series Drive - 1/07
- CR Kennedy Adds Reliability and Capacity—but Not Cost—With First Surveillance-Specific Hard Drive Solution From Seagate - 12/06
- Smart Surveillance Systems Tap Reliability and Performance of Seagate SV35 Series Drives - 10/06

**⑬**
## Events

## Promotions

## Contests

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### Left navigation

Image

DIGITAL NEEDS >

PRODUCT & SERVICES >

SUPPORT >

PARTNER CENTER ⌄

- SEAGATE PARTNER PROGRAM BENEFITS
- SPP CONTACT
- SPP NEWS AND EVENTS
- PROMOTIONS
- SALES RESOURCES
- TRAINING
- PREMIER PARTNER STATUS

**②**
Usage Models: Security | Surveillance | [list more as pages are created]

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### Annotations

**1** Each section door may show a list of direct links to files (PDF, PPT, Word, etc.). If there are more than 7 +/- 2 items in the list, then we'll create a lower-level page that lists the items.

**2** Like the "Quick Links" on the WWW pages, the "Usage Models" will link to sections like Surveillance, Security, etc. as they come online.

**3** Link to flash file and open in new web window

**4** Link to pdf file for download / view

**5** Link to flash file and open in new web window

**6** Technical Whitepapers – spp whitepapers are the newly created ones – keep on spp for 6 months – then rotate to public

**7** Useful Links seemed like a good catch-all— you need this section for (1) items that have only one link and (2) items that don't fit anywhere else but need home page space.

**8** Link directly to pdf download

**9** Link to branding pages

**10** This is just an example of a link that doesn't fit anywhere else. There was some discussion of a "KC flash" (not sure what that is) and other items that may come up that could go here.

**11** Another example of adding another item; the eStore is for Premier partners only.

**12** There are a lot of Case Studies here. I'm not sure how comfortable Dipendra will be with putting in a "colspan=2" attribute to extend this section door to double-width. The other option is to have less case studies, or a link to a sub-page (right now there are no sub-pages).

**13** These section doors are for when you have events and promotions.