SAMSUNG

EMBARGO DATE 26th April 3pm GMT

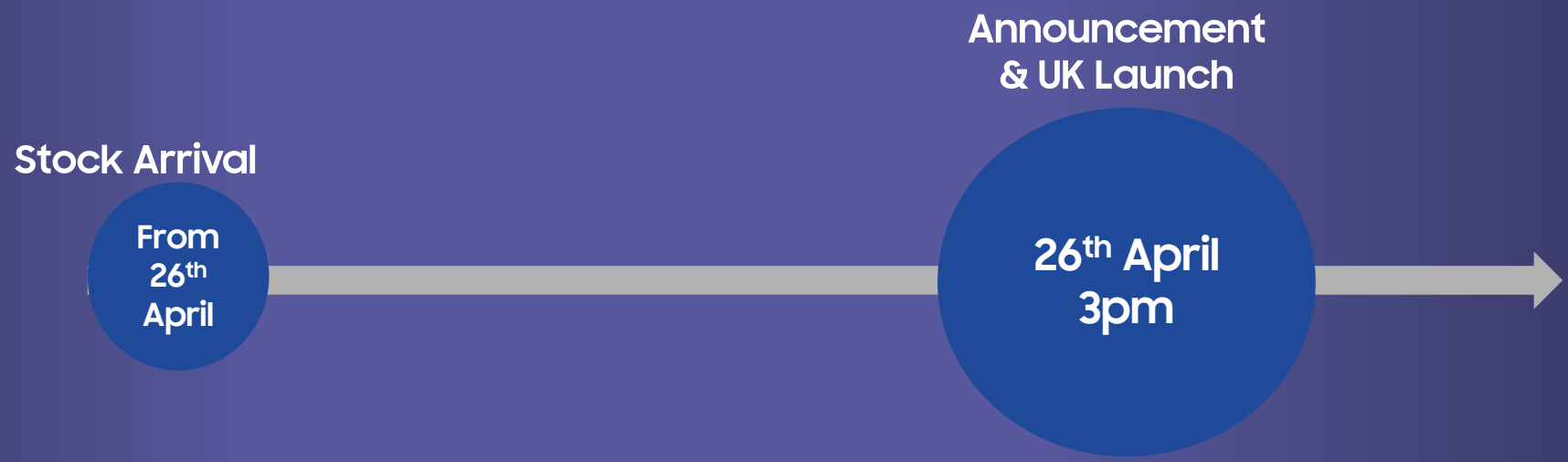
Samsung T7 Shield

Launch Toolkit

T7 SHIELD

TIMINGS

EMBARGO DATE 26th April 3pm GMT



EMBARGO DATE 26th April 3pm GMT

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PRODUCT OVERVIEW

T7 SHIELD

Rugged external storage device for complete peace of mind

Audience

Contents Professionals
(Film maker, Photographers, DJ's, Editors)

Multi device connect users
(Stationary at home/office and whilst on the move out and about)

Performance

- 1.050 / 1,000 MB/s sequential read/write.
  - 10 x faster than Ext. HHD
  - 2 x faster than T5
- The high-tech rubber exterior with Dynamic Thermal Guard controls heat to maintain steady performance for even giant projects.

Durability

- IP65 certification
  - Dust Resistant
  - Water Resistant
- 3m drop proof thanks to the rubber casing

Compatibility

- Supports wide range of devices
  - PC's
  - Tablets
  - Smartphones
  - TV's
  - Game Consoles
  - Broadcasting cameras
- Supports Portable SSD software 1.0 & Magician 7.0

T7 SHIELD

The Design

















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LAUNCH STRATEGY

2022 Portfolio

Portable SSD Portfolio

T7 Shield

- **IP65 Certification**
  - Water & Dust resistant
- **Up to 3M drop Proof**



T7 Touch



- **Fingerprint recognition for ease of use**
  - Store up to 4 fingerprints
- **Motion LED**
  - Data transfer, power connected, idle mode

T7



- **Store and Transfer files in a flash.**
  - 1.050 / 1,000 MB/s sequential read/write.
- **Multi-device Compatibility** (PC's, Tablets, Smartphones, Consoles)
- **Up to 2M drop proof**
- **AES 256-bit encrypted hardware password**
- **3 Year Warranty**

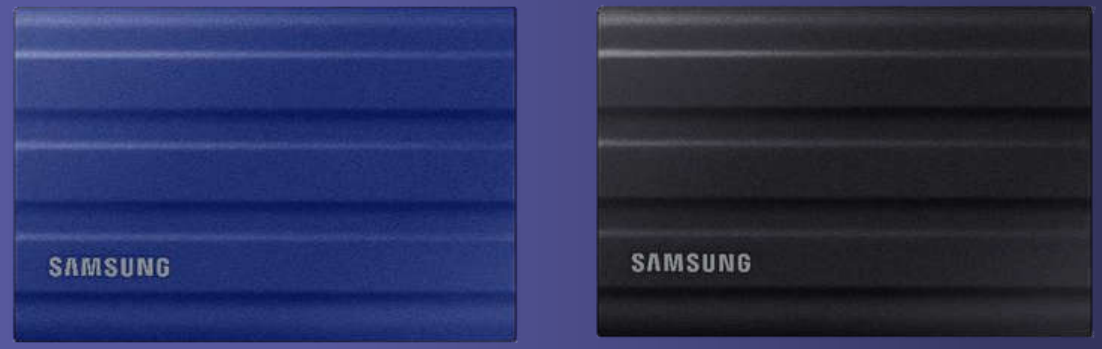
2022 Portfolio

T7 Shield Launch Strategy

- RRP aligned to T7 Touch

	T7 Shield	T7 Touch	T7
1TB	£134.79	£134.79	£118.99
2TB	£250.99	£250.99	£217.99

- T7 Shield Blue & Black 1TB & 2TB (4 x SKU's) highlighted to form part of PSSD core range



1TB & 2TB Blue & Black:
Core range SKU's

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Spec and Roadmap

T7 SHIELD

Specifications





	T7 Shield	T7 / T7 Touch
Interface	USB 3.2 (Gen2, 10Gbps) Backwards Compatible	USB 3.2 (Gen2, 10Gbps) Backwards Compatible
Performance	up to 1,050/1,000 MB/s	up to 1,050/1,000 MB/s
Dimensions	88.15 x 59 x 13 mm / 98.5g	85mm x 57mm x 8mm / 58g
Cables	USB Type C and Type A cable in box	USB Type C and Type A cable in box
Available Capacities	1TB & 2TB	500GB, 1TB & 2TB
Encryption	AES 256-bit hardware encryption	256-bit AES hardware encryption
Security	Password protection	Password protection
Warranty	3 Years	3 Years
Other	IP65 (water & dust resistant) Up to 3M drop proof	Touch: Fingerprint recognition Up to 2M drop proof
Compatibility	Windows 7 or higher Mac OS X 10.10 or higher Android Lollipop or higher	Windows 7 or higher Mac OS X 10.10 or higher Android Lollipop or higher

T7 SHIELD

Portable SSD





X5
500GB →2TB

EOL

T7 Touch
500GB →2TB. From £90

T7
500GB →2TB. From £81

T5
500GB →2TB

EOL

Q4'21

Q1'22

Q2'22

APRIL

T7 Shield
1TB →2TB.

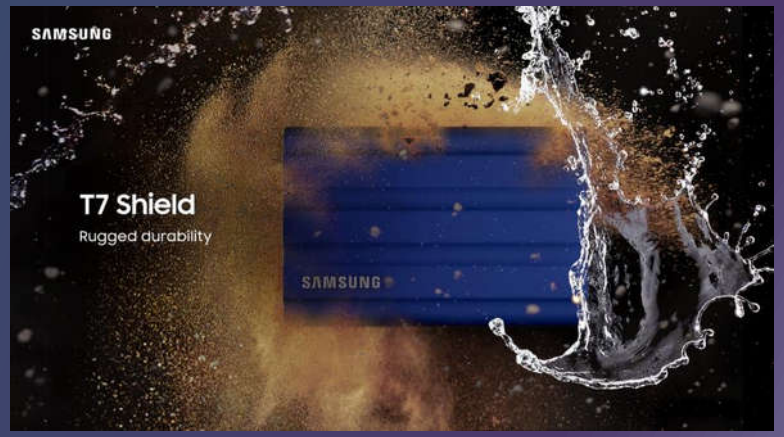
Silver EOL

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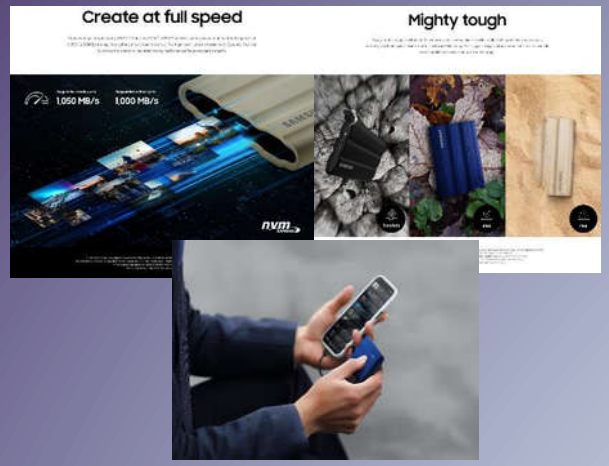
MARKETING ASSETS

T7 SHIELD

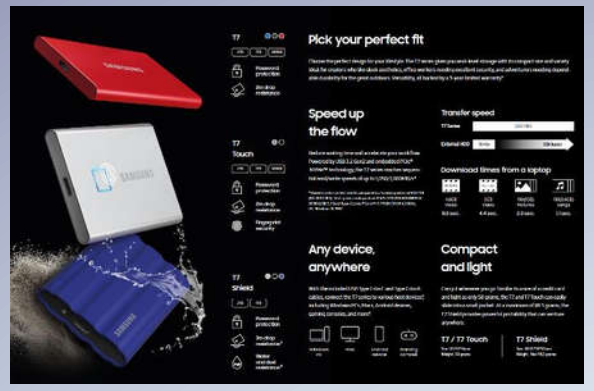
KEY VISUAL



ONLINE



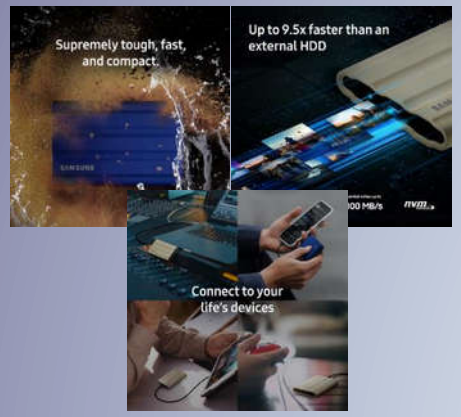
BROCHURE



FAMILY VISUALS



MOI



BANNERS



VIDEO



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ESSENTIALS

T7 SHIELD

Portable SSD

SKU & EAN Codes

Capacity	Line-up	Model code	EAN Code	Color
1TB	T7 Shield	MU-PE1T0S/EU	8806092968424	BLACK
2TB	T7 Shield	MU-PE2T0S/EU	8806092968431	BLACK
1TB	T7 Shield	MU-PE1T0R/EU	8806092968479	BLUE
2TB	T7 Shield	MU-PE2T0R/EU	8806092968486	BLUE

Inbox items



T7 SHIELD

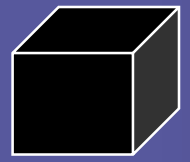
Portable SSD



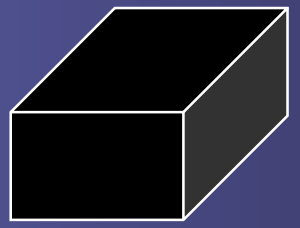
T7 Shield



Package



Inner Box



Outer Box

Length (mm)	88	125	241	586
Width (mm)	59	100	188	400
Height (mm)	13	50	198	262
Weight (g)	98	*116	187 (Only inner box weight)	1,390 (Only outer box weight)
MOQ (Pcs)	-	-	5	30

* Package weight is based on all box contents including products, Quick User Manual, Cables.
* Package weight is subject to change.