



Real-time multimedia. Elaborate graphics. Complex software. Important files often exceed the capacity of your hard drive—no matter how big it is. Additional hard drives provide expensive, short-lived answers. And other dedicated external drives won't accommodate normal diskettes. Either way, the solutions are limiting.

At Imation, accepting the status quo isn't our style. That's why we collaborated on the development of LS-120 technology, then created Imation™ SuperDisk™—a revolutionary, new diskette. It's the only one of its kind with 120MB of storage and the simplicity of a standard diskette. When used in an LS-120 drive, this versatile solution helps you:

Download and store large Internet and multimedia files

Transport files easily—from home to office to laptop

Archive critical data for extended storage

Save hard drive space by keeping infrequently used programs in near-line storage

Store sensitive information off-line

Consolidate multiple 3.5" diskettes

Free up valuable network server space



Imation—Borne of 3M Innovation

Imation promises a customer-first focus. We've combined our core technologies—imaging and information—with our core values—innovation and imagination—to create solutions tailored to your needs. Imation products carry with them all of the innovation, quality and service you've always counted on from 3M.

Contact us to learn more.

For more information about Imation™ data storage solutions, call toll-free **1-800-328-9438** (U.S.). In Canada call: **1-888-IMN-3456**. Or see us at www.imation.com.

*Imation SuperDisk diskettes require an LS-120 drive.

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Recycled paper
40% pre-consumer
10% post-consumer

Produced in USA with Imation storage media, films, proofing systems and offset plates.

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IMATION

SuperDisk™ LS-120 Diskettes



SuperDisk™

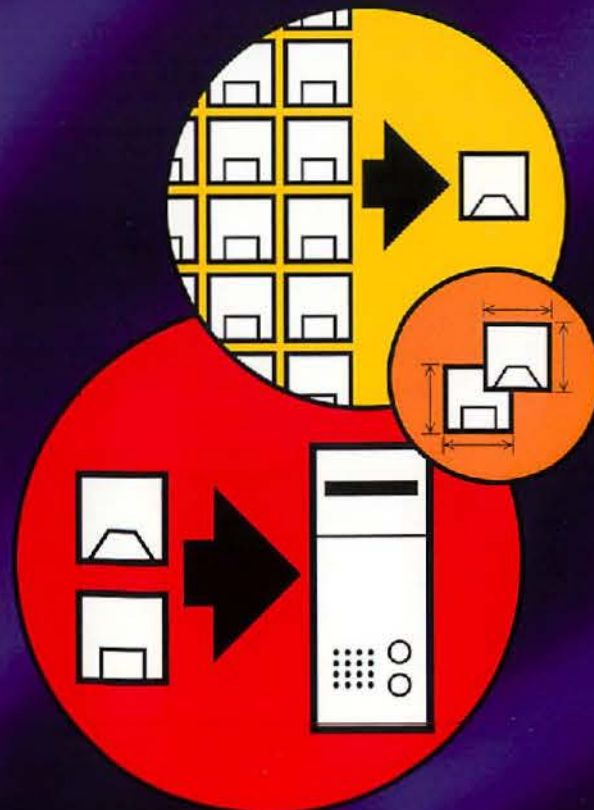
Imation SuperDisk™ delivers high-capacity storage and fast data retrieval in a form you already know.

Borne of 3M Innovation

120MB capacity. Each SuperDisk diskette uses LS-120 technology to hold more data than 83 conventional 3.5" floppies—and 20 percent more data than alternative high-capacity floppy solutions.

Dual compatibility. The Imation SuperDisk Drive and other LS-120 drives read and write both 120MB SuperDisk diskettes and all standard high-density and double-density diskettes.

Familiar technology. SuperDisk diskettes are the same size and shape as standard floppy diskettes. And the drive works just like the one you use today—just a whole lot faster.



Each SuperDisk™ diskette is scored with a precise "laser servo" pattern, providing 2,490 data tracks per inch instead of the standard 135. That's more than **83 times the capacity** of a conventional 3.5" diskette. In fact, just 10 SuperDisk diskettes give you more storage capacity than the average hard drive. Plus, the LS-120 drive operates up to **five times faster** than a standard floppy drive, for quicker data retrieval and less wait time.



Room to work

Room to grow



Imation SuperDisk diskettes look just like the floppy diskettes you use today. They're just as reliable and they work the same way. Installation is smooth and there are **no new procedures** to learn. The single drive helps you organize files simply and **cost-effectively**, using conventional floppies for small files and SuperDisk diskettes for larger files.

Make Room for the revolution

Room to spare



Unlike other high-capacity systems, the LS-120 drive does not make your current diskettes unusable. It accepts standard 3.5" high-density and double-density diskettes. Just keep using your existing diskettes, then expand with SuperDisk as your needs grow. This ability to **use standard and SuperDisk diskettes** also makes it easy to transport files between a notebook PC, home PC or office workstation. So, with SuperDisk diskettes and LS-120 drives, you're not locked into one storage system.

**Reserve your
Room today**



LS-120 technology sets **new standards** for high-capacity removable storage. Leading computer manufacturers already support LS-120 technology and are incorporating 120MB LS-120 drives into their desktop and notebook PCs.* To align yourself with the future of data storage, **look for the SuperDisk™** and circle-pyramid LS-120 logos when you purchase computer supplies and accessories.

Additional Services from Imation

Customers around the world regard Imation as a leader in high-quality service and support. If you have questions about any of the following, please contact us directly.

- Customer support
- Recycling program
- Lost data recovery

For more information, call **800-328-9438** (U.S.) or **888-IMN-3456** (Canada), send e-mail to info@imation.com or see our Web site at www.imation.com.

