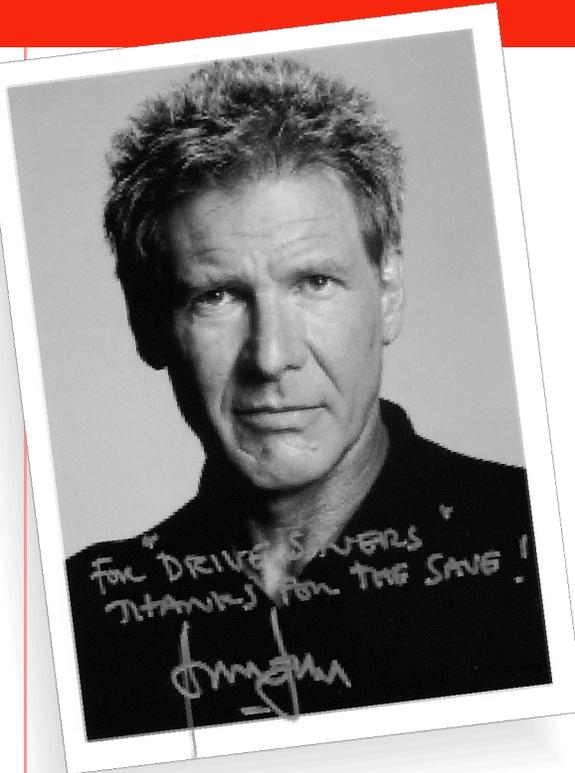




Data Recovery News

NOVEMBER 2006

DriveSavers recovers data from all operating systems and all rotating media including hard drives, disk arrays, CD, DVD, removable cartridges, floppies, tape, flash memory, digital cameras, MP3 players and video iPods – in as little as 24 hours. Since 1985, DriveSavers has recovered data from hard drives and other storage media that have crashed, failed mechanically, been physically damaged, infected by viruses and more. Known as the most progressive data recovery company in the industry, DriveSavers is authorized to open sealed hard drives without voiding the warranty.



Disk-aster of the Month

Even Harrison Ford Needs Data Recovery

The recovered data was typical for a home user whose hard drive had failed, but the customer was anything but typical. Actor Harrison Ford found the need for DriveSavers' services when his computer failed upon start-up. There was nothing to indicate the source of the problem, only a blinking question mark on the screen.

Paul Ukena, a DriveSavers's reseller at MacMechanix in New York City, received the call for help. "The hard drive failed. I have no idea when, why or how, but obviously it was a pretty serious failure," Ukena said. He immediately called DriveSavers for help. No one was sure exactly what the hard drive contained, but the decision was made to recover any existing data.

The success of the recovery hinged on work in the cleanroom laboratory, where DriveSavers engineers faced a non-spinning drive. After carefully replacing several suspect parts in the drive, they briefly brought the equipment back to life. The engineers then resurrected the data to

produce a picture perfect recovery.

As it turned out, the volume held many personal photographs. "Harrison is a pretty serious photographer himself and he also had stored quite a few photographs from his brother, who is a professional photographer. Amazingly, all the photos were saved!" Ukena said. To show his gratitude, the actor sent DriveSavers a signed photo of personal thanks.

What's New?

Take the Virtual Tour

Having trouble visualizing the data recovery process? Take the DriveSavers tour.

We are offering a virtual tour of our Class 100 cleanroom where you can see our technicians opening drives and performing data recoveries. See what recovered data looks like, and learn more about DriveSavers and our data recovery process. All this and more in a three-minute clip that you can find on the DriveSavers' website!

The virtual tour covers everything from the basics to our most amazing work performed by DriveSavers technicians.



Use this tool to educate yourself and your customers about DriveSavers and the data recovery process.

The virtual tour can be viewed with either Windows Media Player or QuickTime. If you would like a free DVD version of the video, call 800-440-1904 or go to the reseller reorder page (<http://www.drivesavers.com/reorder>). ▶

www.drivesavers.com

DriveSavers Data Recovery
400 Bel Marin Keys Blvd.
Novato, CA 94949
800.440.1904



Want to Know?

Ask DriveSavers

What happens when a hard drive is sent to DriveSavers for data recovery?

Well, let's start at the beginning . . . When a customer loses valuable data, the DriveSavers experience starts with a phone call to highly trained data recovery advisors who discuss the options for data recovery and help calm people's nerves seven days a week.

Once the media or storage device arrives at DriveSavers, the receiving crew immediately tags each item associated with a specific job number and confirms the specifications of the media.

All hard drives are then taken to the cleanroom where engineers check for mechanical, physical and electrical problems. Because data can be retrieved only from operating drives, the cleanroom engineers will try to get the mechanism running temporarily by using components from its inventory of more than 10,000 different models and makes a new image of the original source.

The drives are then delivered to the labs, where specialized engineers use proprietary technology and techniques to extract the data.

At the end of the recovery, customer service representatives contact each customer with the details from the results of the recovery service. The shipping department then packs up the recovered data and the original media and ships the package back to its relieved owner. Retrieved files are sent to the customer using DVD's, a new hard drive or Internet file transfer.

This is the flow that each drive or other media takes at DriveSavers: Teams, Crews, and Engineers all working together to bring home the data!

We want this newsletter to be an excellent resource for you. We invite your input,

ideas and questions for inclusion in future editions. You'll receive a special thank you gift for your efforts! Email the editor at: resellernews@drivesavers.com

Tip of the Month

Stiction - Saving your customer from a sticky situation

Stiction is a condition that locks up a hard drive and makes the data inaccessible. Its often identifies as a faint "groaning" noise. The problem has been around for decades, but with today's more complex drives the cause is different and definitely more damaging.

In older drives, stiction was caused by surface lubricant failure. The disk would not spin when the once-slick lubricant deteriorated and became sticky. It was common to tap or even bang the drive in hopes of "un-sticking" the mechanism.

With current hard drives, the stiction problem is not a lubricant breakdown, but more closely linked to failure of the delicate electronics.

Newer drives are being manufactured with a more energy-efficient, low-torque motor that spin the disks. The disk's surface is textured so that as the platters spin, they create an "air bearing" or cushion that allows the heads to float just above the surface.

If the heads rest on the disk, they may not be able to dislodge on the next spin which could strain the PCB (printed circuit board) and damage the heads or the actuator arms.

Replacing the PCB will not fix the stiction. The replacement board may power up the motor, but can also damage or rip off the read/write heads. Without proper precautions, tools, replacement parts, and the correct recovery techniques, there is the likelihood of killing or seriously crippling any chance to recover the data. This is the major reason data

becomes unrecoverable. If a drive is malfunctioning or not functioning do not try to "spin it up", "plug it in", "test it" or "hook it up" to a secondary drive.

Send the drive to DriveSavers. Our engineers have the experience, access to the most current technology, large inventory of replacement parts, and a Class 100 cleanroom.

Remember, the first attempt is always the best shot at getting the data recovered. Sending the drive to DriveSavers offers you the best chance of a complete retrieval.

Reseller Spotlight

Do Less, Give More - A Perfect Record

Phillip Briski with Zion Technologies is a DriveSavers reseller with a perfect record. Each customer he has referred to us has walked away with a completely successful recovery.

What's the secret to this winning streak? It's Briski's approach. He takes the "less is more" route, avoiding difficulties by being cautious and using non-invasive tactics in dealing with complicated failures. He says our engineers are great at letting him know what to try and what not to try in order to maximize the chance of getting the data safely recovered. Check this successful reseller out at: <http://www.ziontechs.com>

More Information:

800.440.1904

www.drivesavers.com

DATA RECOVERY:

recovery@drivesavers.com

RESELLER SUPPORT:

reseller@drivesavers.com

REORDER SUPPLIES:

www.drivesavers.com/reorder

COMMENTS TO THE EDITOR:

resellernews@drivesavers.com