

LaCie and Starck Craft Limited Edition Hard Drive

PARIS, FRANCE – LaCie, in collaboration with world-famous designer and creator Philippe Starck, announced the Blade Runner. Inspired by the mysterious, incredible power of information technology, the LaCie Blade Runner combines an anthropomorphic metal interior with an angular cage-like shell. It begs the question; can we truly confine technology to a cage?

With only 9,999 produced, the LaCie Blade Runner is a limited edition hard drive for design-conscience consumers. Starck's influence is evident from the complex design concept to the hands-on manufacturing process. Each unit is custom-built to ensure superb form and function. It is the statement piece in any home office, study or media room. The artistic design combines with the high-speed USB 3.0 interface and cross-platform compatibility to result in a hard drive that is as practical as it is stunning.

"In my design nothing is useless – style, symbolism or functionality," says Philippe Starck. "In the Blade Runner, the warm interior electronics are encased in a mystifying shell, and the blades are the radiator that cools it down. The suspension gives space for air to circulate around the hard drive, and the metal material increases the temperature conduction."

Protected by sturdy aluminum, the LaCie Blade Runner offers the most resistant and stylistic choice for a consumer hard drive on the market. The durable exterior shields the hard drive from overheating, making it thoroughly dependable for storing the most precious files. The LaCie Blade Runner also features an LED power button in the form of Starck's signature symbol that glows to indicate activity.

Twenty years after LaCie's first collaboration with Philippe Starck, which resulted in the award-winning "Toaster" hard drives, the partnership continues to develop products that are as functional as they are stunning. The LaCie Blade Runner continues to explore this relationship.

AVAILABILITY

The LaCie Blade Runner is equipped with 10GB of complimentary Wuala Secure Cloud Storage and user-friendly backup software. It is available in a 4TB capacity through the LaCie Online Store and specialty retailers for £199.99. For more product information, visit www.lacie.com.



- Limited edition hard drive
- USB 3.0 interface

STARTING AT £199.99

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ABOUT PHILIPPE STARCK

For more than 30 years, Philippe Starck has been creating objects that have had an impact on the world. Designs such as a subversive gun lamp, a personal windmill, or the transparent Louis Ghost chair have all become cult items. He is also credited with setting the standard for creating classic while creative hotels all over the world. His recent projects have included an electric car and revolutionary headphones. Philippe Starck is a tireless and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer world. He stays tuned in to our dreams, desires and needs – sometimes before we get there ourselves – by making his work a political and civic act, which he accomplishes with love, poetry and humor. For more information, visit www.starck.com.

ABOUT LACIE

With operations in the Americas, Europe and Asia, LaCie is the leading manufacturer of storage devices for PC, Apple® and Linux. LaCie has differentiated itself through sleek design and remarkable technical performance. Find out more about our products at www.lacie.com.

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