

Samsung Portable SSD X5 Design Story

EXPERIENCING THE EXTRAORDINARY

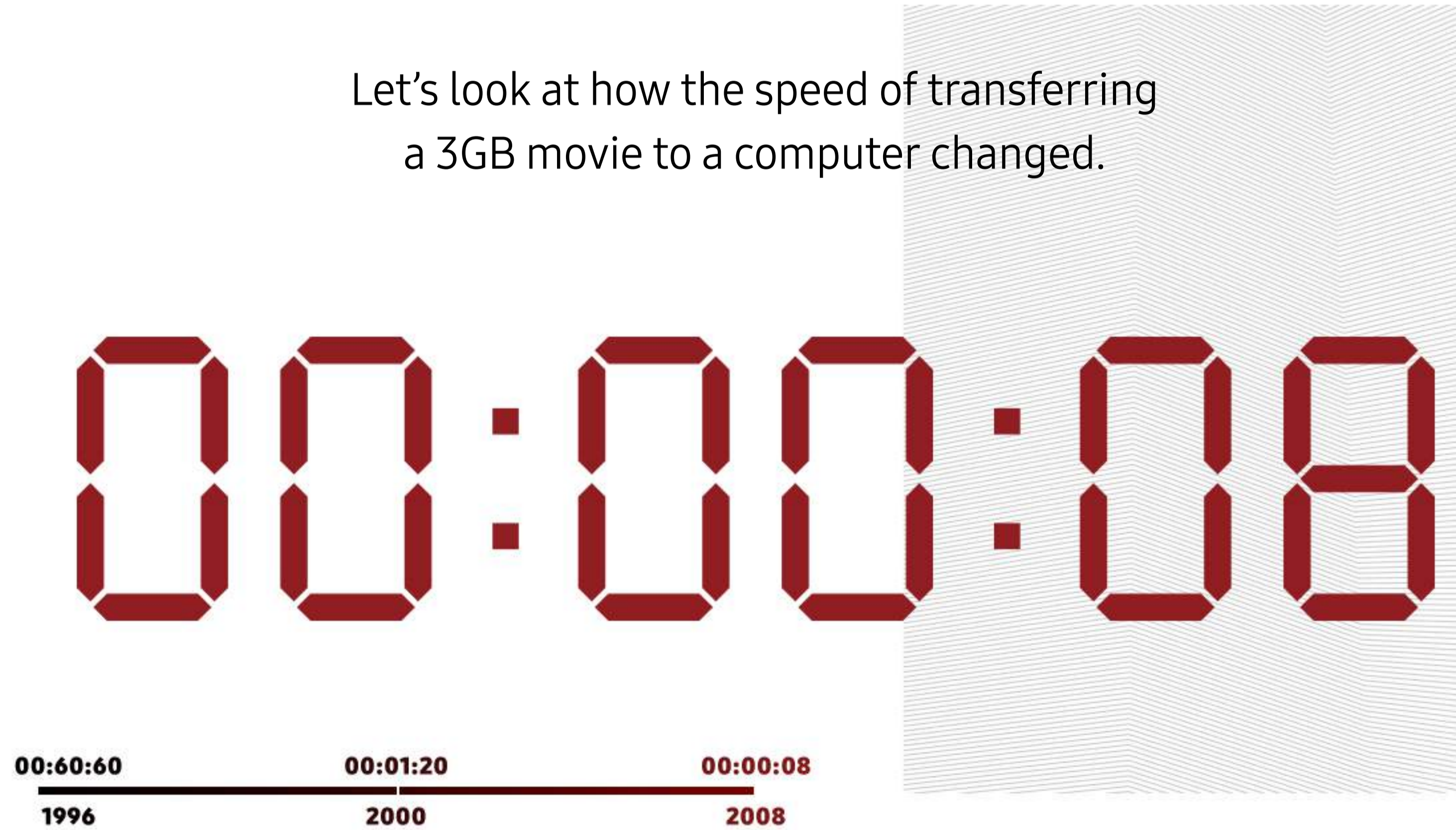


Following the integration of the digital into our everyday lives, having faster speeds naturally led to greater enhancements. Our thoughts, memories, records, and imaginations were translated into a language consisting of 0s and 1s. We carry and copy this precious cargo in a vessel known as a portable storage. Meet the Samsung Portable SSD X5, a manifestation of innovation that empowers us to take greater leaps to new heights and envision new thoughts faster than ever.



Once it was possible to transfer files between computers and devices, file transfer speeds transcended beyond limits over the course of time.

Let's look at how the speed of transferring a 3GB movie to a computer changed.



A Speed Desired by Many but Possessed by Few

The Samsung Portable SSD X5 can read and write files about 20 times faster than previous external hard drives and about 5 times faster than previous portable SSDs. This incredible speed is like a supercar that everyone desires but only few can drive. Samsung Electronics was inspired by the infinite power of a supercar blazing through the highway and have imbued that sentiment and mood into the Samsung Portable SSD X5's unique design.

A Design Achieved through Countless Refinement and Challenges

The supercar-inspired design of the Samsung Portable SSD X5 is completed by the efforts and sacrifices of numerous designers. The Samsung Portable SSD X5's design is a valuable result of a myriad of mock-ups and experiments that endlessly refined the details of color, material, form, and finish.



DESIGN SAMSUNG

An Agile Silhouette that Cuts through Air

The Samsung Portable SSD X5's silhouette wholly embraces the typical swiftness and flexibility of a supercar. The streamlined form of its sides creates an impression of slicing through air. The nimble upper lines and voluminous lower lines harmonize with one another to provide a comfortable grip when held in a hand or establish a dynamic presence when staying still.



DESIGN SAMSUNG

A Premium Look & Feel Achieved through Metal

We utilized magnesium materials, which are lighter and sturdier than aluminum, for the exterior surfaces to establish a design that is as special as the product's performance. The upper part of the product has a glossy coating on top of metal that maintains unique textures while featuring a reflective surface that exudes a shiny, unparalleled presence. The shimmering Gun Metal on the top portion of the product and the matte bottom's vivid red color blend together to remind us of the powerful impression of a supercar.

DESIGN SAMSUNG

The Smooth and Sensational Aesthetics of Curves

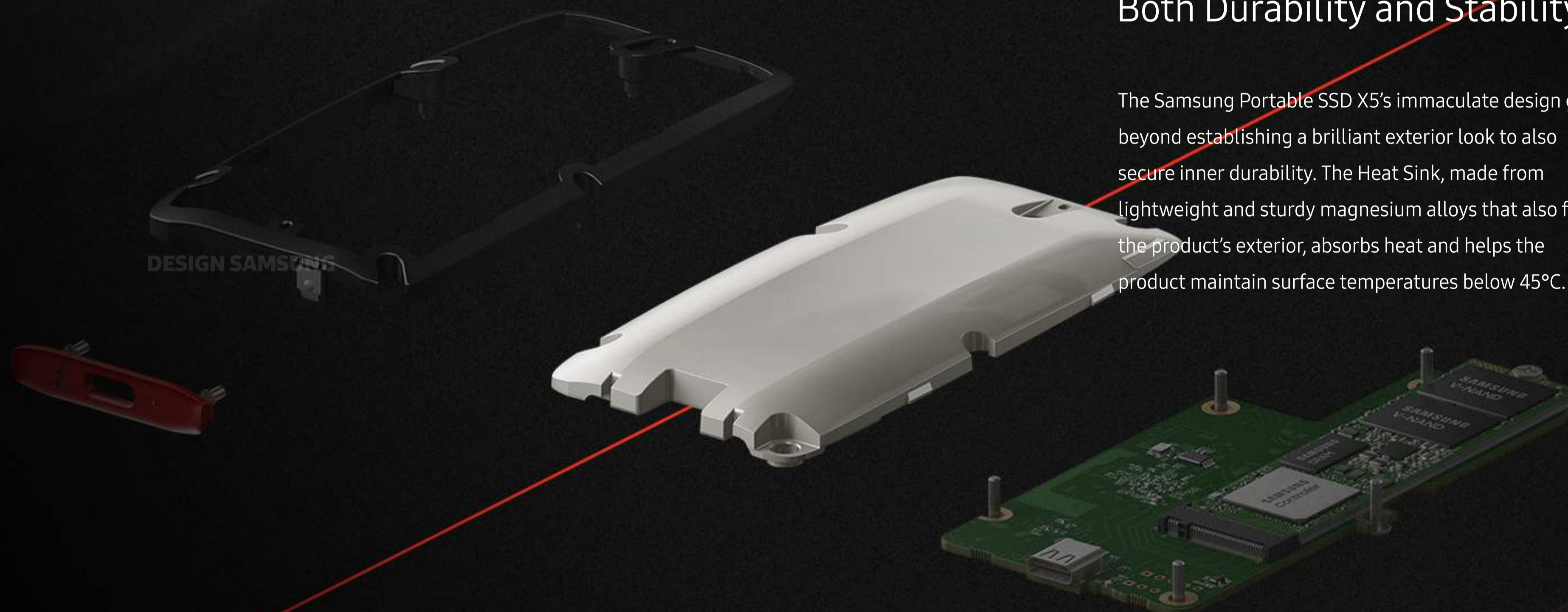
Sensational curvatures that cross over the entire surface of the product inherit the sentiments of an elegantly lowering bonnet. The inspiration from a supercar's source of power, its engine room, has been instilled in the Signature Shape that completes the premium look that alludes to a supercar design.



DESIGN SAMSUNG

A Design that Secures Both Durability and Stability

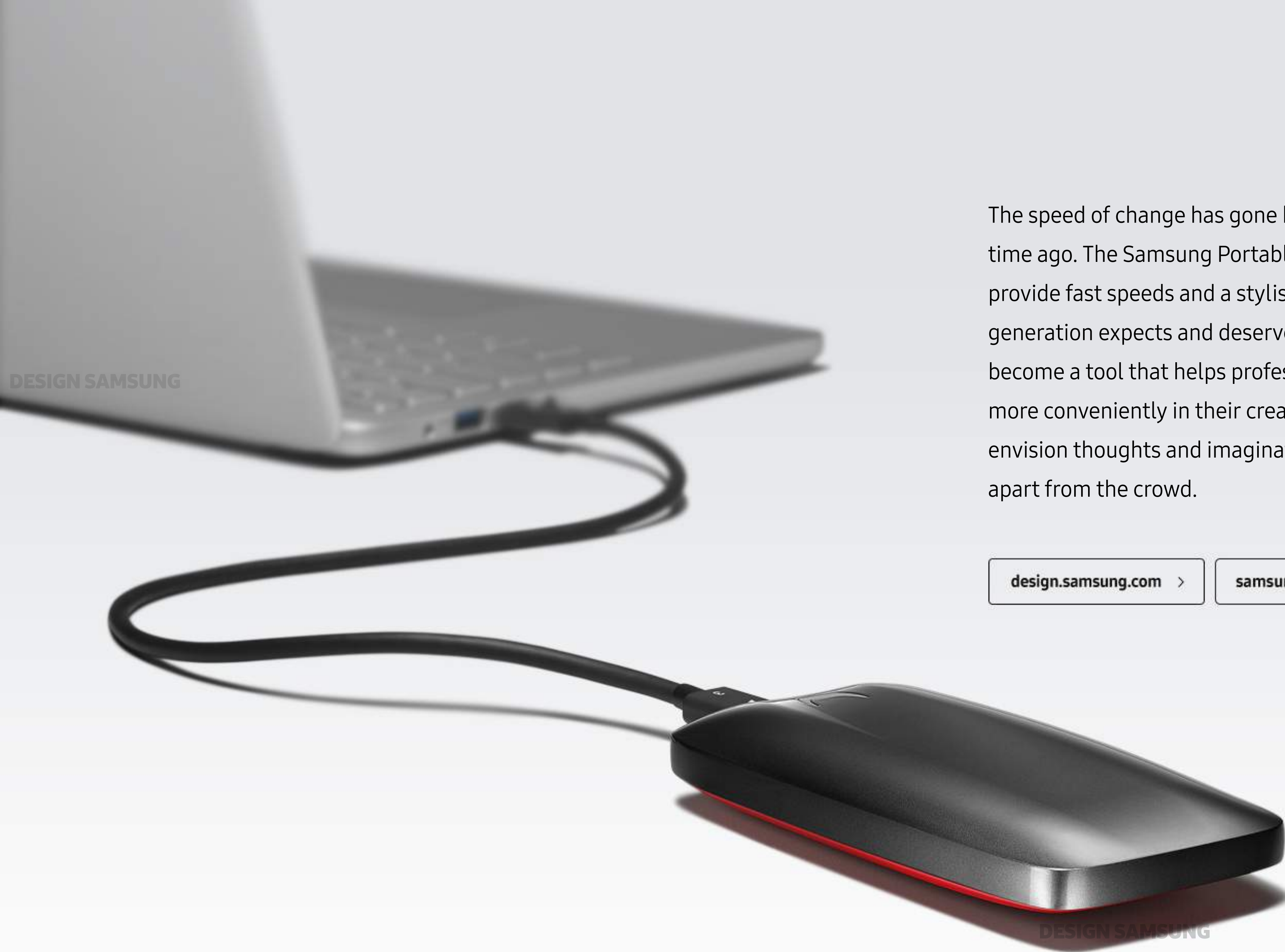
The Samsung Portable SSD X5's immaculate design goes beyond establishing a brilliant exterior look to also secure inner durability. The Heat Sink, made from lightweight and sturdy magnesium alloys that also form the product's exterior, absorbs heat and helps the product maintain surface temperatures below 45°C.





A Thoughtful Detail for Every Situation

We considered the portable storage's circumstances of being connected to laptops or computers and made sure to include a thoughtful detail that prevents the product from slipping when placed on the desk. The product's bottom portion has a UV finish applied with a spray that creates a soft look and feel that provides effective slip proof functionality.



The speed of change has gone beyond its limits a long time ago. The Samsung Portable SSD X5 aspires to provide fast speeds and a stylish design that this generation expects and deserves. It also yearns to become a tool that helps professional creators work more conveniently in their creative scenes and freely envision thoughts and imaginations that set them apart from the crowd.

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