



## WD Branded Products Retail Setup Sheet

# My Passport® Portable Hard Drives



## Headline Positioning

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Ultra-fast backup and storage

## Ad Copy

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**39 Character DMR copy (2 TB)** – My Passport® 2 TB USB 3.0 portable hard drive  
**39 Character DMR copy (1.5 TB)** – My Passport® 1.5 TB USB 3.0 portable hard drive  
**39 Character DMR copy (1 TB)** – My Passport® 1 TB USB 3.0 portable hard drive  
**39 Character DMR copy (750 GB)** – My Passport® 750 GB USB 3.0 portable hard drive  
**39 Character DMR copy (500 GB)** – My Passport® 500 GB USB 3.0 portable hard drive  
**39 Character DMR copy (320 GB)** – My Passport® 320 GB USB 3.0 portable hard drive  
**72 Character DMR copy (2 TB)** – My Passport® 2 TB USB 3.0/2.0 high capacity portable hard drive with backup  
**72 Character DMR copy (1.5 TB)** – My Passport® 1.5 TB USB 3.0/2.0 high capacity portable hard drive with backup  
**72 Character DMR copy (1 TB)** – My Passport® 1 TB USB 3.0/2.0 high capacity portable hard drive with backup  
**72 Character DMR copy (750 GB)** – My Passport® 750 GB USB 3.0/2.0 high capacity portable hard drive with backup  
**72 Character DMR copy (500 GB)** – My Passport® 500 GB USB 3.0/2.0 high capacity portable hard drive with backup  
**72 Character DMR copy (320 GB)** – My Passport® 320 GB USB 3.0/2.0 high capacity portable hard drive with backup

## Highlights

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- Sleek, compact design
- Automatic backup software
- Password protection and hardware encryption

## Keywords

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WD, Western Digital, My Passport, portable drive, portable hard drive, hard drive, external hard drive, USB 3.0, USB 2.0, portable storage, automatic backup software, backup software, automatic backup, WD Security, WD Drive Utilities, password protection, hardware encryption, encryption

## Copy

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### Short

My Passport® offers up to 2 TB capacity in an amazingly small enclosure. It features ultra-fast USB 3.0 connectivity; compatibility with USB 2.0; automatic, backup software; and password protection and hardware encryption to help protect your files from unauthorized use.

### Medium

My Passport® offers high capacity in a sleek portable drive. It features ultra-fast USB 3.0 connectivity; compatibility with USB 2.0; automatic, backup software; and password protection and hardware encryption to help protect your files from unauthorized use. With up to 2 TB capacity, there's plenty of room to store all your photos, music, movies and files.

### Long

My Passport® offers high capacity in a sleek portable drive. It features ultra-fast USB 3.0 connectivity; automatic, backup software; and password protection and hardware encryption to help protect your files from unauthorized use with plenty of room to store all your files.

**Ultra-fast transfer rates** -- When connected to a USB 3.0 port My Passport lets you access and save files in blazing speed. Reduce transfer time by up to 3 times when compared to USB 2.0 transfer rates.\*

\*Performance may vary based on user's hardware and system configuration.

**USB 3.0 and USB 2.0 compatibility** – With this single drive you get compatibility with your USB 2.0 devices today and the ultra-fast speed of USB 3.0 when you're ready to step up to the next generation.

**High capacity, small design** – Offering high capacity in a compact drive, My Passport is the ideal companion for anyone with lots of videos, photos, music, and files that they want to help protect and take on the road.

**Automatic, continuous backup software** -- You're in control of your backup. Install all the features, select just the components you need, or if you prefer, choose not to use the software at all. The software works quietly in the background to help protect your data using minimal PC resources. Whenever you add or change a file, it's instantly backed up.

**WD Security™** - WD Security utility allows you to set password protection and hardware encryption for your drive to help protect your files from unauthorized use or access.

**WD Drive Utilities™** – Register your drive, set drive timer, run diagnostics and more using WD Drive Utilities.

**USB-powered** -- Powered directly from the USB port on your PC. No separate power supply is needed.

**WD quality inside and out** – We know your data is important to you. So we build the drive inside to our demanding requirements for durability, shock tolerance, and long-term reliability. Then, we protect the drive with a durable enclosure designed for beauty and protection.

## Features

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- Sleek compact design with plenty of storage
- Ultra-fast data transfers with USB 3.0 interface
- USB 3.0 and USB 2.0 compatibility
- Automatic backup software
- Password protection and hardware encryption

## Ideal for

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- Transferring files in blazing fast speed with USB 3.0
- Connecting to USB 2.0 devices today and USB 3.0 devices when you're ready
- Adding extra storage for your videos, music, photos, and files.
- Backing up your files with automatic, continuous backup software
- Securing your files from unauthorized access with password protection and hardware encryption
- Connecting and powering through your USB 3.0 or USB 2.0 interface

## Contents

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- Portable hard drive
- USB cable
- Quick Install Guide

## Compatibility

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- Formatted NTFS for Windows® XP, Windows Vista®, Windows 7
- Mac OS® X Leopard®, Snow Leopard™, or Lion™ (requires reformatting)

*Note: Compatibility may vary depending on user's hardware configuration and operating system.*

## Product Dimensions

Length	
750 GB, 1, 1.5 & 2 TB	4.4 in (111 mm) ± 0.10
320 and 500 GB	4.4 in (111 mm) ± 0.10
Width	
750 GB, 1, 1.5 & 2 TB	3.2 in (82 mm) ± 0.10
320 & 500 GB	3.2 in (82 mm) ± 0.10
Height	
1.5 & 2 TB	0.82 in (21mm) ± 0.10
750 GB & 1 TB	0.7 in (19 mm) ± 0.10
320 & 500 GB	0.6 in (15 mm) ± 0.10
Weight	
1.5 & 2 TB	0.51 lb (0.23 kg)
750 GB & 1 TB	0.43 lb (0.194 kg)
320 & 500 GB	0.30 lb (0.138 kg)

## Product Specifications

Data transfer rate <sup>1</sup>	Up to 5 Gb/s
Interface	USB 3.0 and 2.0
RoHS compliant <sup>2</sup>	Yes

## Environmental Specifications

Operating temperature	5°C to 40°C
Non-op. temperature	-20°C to 65°C

## Packaging Specifications

Hybrid box (clamshell)	English	EU	Metric
Retail package size			
Face Width	5.06 in	129 mm	129 mm
Shelf Depth	1.91 in	49 mm	49 mm
Face Height	6.70 in	170 mm	170 mm
Retail package weight			
1.5 & 2 TB	0.76 lb	0.35 kg	0.35 kg
750 GB & 1 TB	0.70 lb	0.32 kg	0.32 kg
320 & 500 GB	0.58 lb	0.26 kg	0.26 kg
Master carton size	11.8 in x 5.5 in x 7.2 in	298 mm x 140 mm x 183 mm	298 mm x 140 mm x 183 mm
Master carton weight			
1.5 & 2 TB	4.9 lb	2.23 kg	2.23 kg
750 GB & 1 TB	4.56 lb	2.07 kg	2.07 kg
320 & 500 GB	3.82 lb	1.73 kg	1.73 kg
Pkgs. per master carton	6	6	6
Master cartons per pallet	168	120	168
Pallet load dimensions	48 in x 40 in x 48 in	1200 mm x 800 mm x 1224 mm	1219 mm x 1016 mm x 1224 mm
Pallet weight			
1.5 & 2 TB	879 lb	292 kg	399 kg
750 GB & 1 TB	819.3 lb	272.32 kg	371.63 kg
320 & 500 GB	694.9 lb	232.0 kg	315.18 kg

## Retail UPCs

### Black

#### PAN AM

##### Capacity<sup>3</sup>

Capacity <sup>3</sup>	Order Number	UPC
2 TB	WDBY8L0020BBK-NESN	7 18037 78346 8
1.5 TB	WDBY8L0015BBK-NESN	7 18037 79381 8
1 TB	WDBBEP0010BBK-NESN	7 18037 78459 5
750 GB	WDBBEP7500ABK-NESN	7 18037 78466 3
500 GB	WDBKXH5000ABK-NESN	7 18037 78487 8
320 GB	WDBKXH3200ABK-NESN	7 18037 79204 0

#### EUROPE/MIDDLE EAST/AFRICA

Order Number	UPC
WDBY8L0020BBK-EESN	7 18037 78344 4
WDBY8L0015BBK-EESN	7 18037 79379 5
WDBBEP0010BBK-EESN	7 18037 78455 7
WDBBEP7500ABK-EESN	7 18037 78462 5
WDBKXH5000ABK-EESN	7 18037 78484 7
WDBKXH3200ABK-EESN	7 18037 79203 3

#### APAC

##### Capacity<sup>3</sup>

Capacity <sup>3</sup>	Order Number	UPC
2 TB	WDBY8L0020BBK-PESN	7 18037 78347 5
1.5 TB	WDBY8L0015BBK-PESN	7 18037 79382 5
1 TB	WDBBEP0010BBK-PESN	7 18037 78460 1
750 GB	WDBBEP7500ABK-PESN	7 18037 78467 0
500 GB	WDBKXH5000ABK-PESN	7 18037 78488 5

#### JAPAN

Order Number	UPC
WDBY8L0020BBK-JESN	7 18037 78345 1
WDBBEP0010BBK-JESN	7 18037 78458 8
WDBBEP7500ABK-JESN	7 18037 78465 6
WDBKXH5000ABK-JESN	7 18037 78486 1

### Blue

**PAN AM**  
Capacity<sup>3</sup>  
1 TB  
750 GB  
500 GB

Order Number	UPC
WDBBEP0010BBL-NESN	7 18037 79760 1
WDBBEP7500ABL-NESN	7 18037 79775 5
WDBKXH5000ABL-NESN	7 18037 78493 9

**EUROPE/MIDDLE EAST/AFRICA**  
Order Number      UPC  
WDBBEP0010BBL-EESN      7 18037 79758 8  
WDBBEP7500ABL-EESN      7 18037 79773 1  
WDBKXH5000ABL-EESN      7 18037 78491 5

**APAC**  
Capacity<sup>3</sup>  
1 TB  
500 GB

Order Number	UPC
WDBBEP0010BBL-PESN	7 18037 79761 8
WDBKXH5000ABL-PESN	7 18037 78494 6

PAN AM Capacity <sup>3</sup>	Order Number	UPC
1 TB	WDBBEP0010BRD-NESN	7 18037 79765 6
750 GB	WDBBEP7500ARD-NESN	7 18037 79779 3
500 GB	WDBKXH5000ARD-NESN	7 18037 78499 1

**Red**  
**EUROPE/MIDDLE EAST/AFRICA**  
Order Number      UPC  
WDBBEP0010BRD-EESN      7 18037 79763 2  
WDBBEP7500ARD-EESN      7 18037 79777 9  
WDBKXH5000ARD-EESN      7 18037 78497 7

APAC Capacity <sup>3</sup>	Order Number	UPC
1 TB	WDBBEP0010BBL-PESN	7 18037 79766 3
500 GB	WDBKXH5000ARD-PESN	7 18037 78500 4

**Silver**

**PAN AM**  
Capacity<sup>3</sup>  
1 TB  
750 GB  
500 GB

Order Number	UPC
WDBBEP0010BSL-NESN	7 18037 79770 0
WDBBEP7500ASL-NESN	7 18037 79783 0
WDBKXH5000ASL-NESN	7 18037 78506 6

**EUROPE/MIDDLE EAST/AFRICA**  
Order Number      UPC  
WDBBEP0010BSL-EESN      7 18037 79768 7  
WDBBEP7500ASL-EESN      7 18037 79781 6  
WDBKXH5000ASL-EESN      7 18037 78503 5

**APAC**  
Capacity<sup>3</sup>  
1 TB  
500 GB

Order Number	UPC
WDBBEP0010BSL-PESN	7 18037 79771 7
WDBKXH5000ASL-PESN	7 18037 78507 3

**JAPAN**  
Order Number      UPC  
WDBKXH5000ASL-JESN      7 18037 78505 9

**White**

**PAN AM**  
Capacity<sup>3</sup>  
500 GB

Order Number	UPC
WDBKXH5000AWT-NESN	7 18037 78513 4

**EUROPE/MIDDLE EAST/AFRICA**  
Order Number      UPC  
WDBKXH5000AWT-EESN      7 18037 78510 3

**APAC**  
Capacity<sup>3</sup>  
500 GB

Order Number	UPC
WDBKXH5000AWT-PESN	7 18037 78514 1

**JAPAN**  
Order Number      UPC  
WDBKXH5000AWT-JESN      7 18037 78512 7

**Limited Warranty<sup>4</sup>**

Pan Am and EMEA      2 years  
APAC and Japan      3 years



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