

Maxtor External Drives Extend Life-Saving Reach of America Search And Rescue

Client: America Search And Rescue

Challenge: Provide portability and heavy-duty handling of satellite/aerial and topographical images for advanced search operations, plus manage complex database of events, weather mapping, and rescue cases

Solution: Maxtor® Personal Storage™ external drives, Ultra™ Series ATA hard drive kit



“The Maxtor Personal Storage 5000DV external drives are America Search And Rescue’s best asset. They provide us the mobility to locate a missing child or a downed airplane in even the most remote conditions.”

— Laurence J. Kaplan —



Laurence J. Kaplan, founder/director of America Search And Rescue (AMERISAR), www.amerisar.org, has had a recurring dream since the 1989 earthquake in San Francisco. It comes back every time there’s a report of a child lost on a family outing, a plane downed over hazardous terrain, an out-of-control wilderness fire, or another catastrophic event, such as the 2001 World Trade Center disaster. It also comes when he looks at his own two small children.

His dream is about the countless lives that might have been saved had only someone been there to find and rescue them. Believing that one person can make a difference, and hundreds can make hundreds of differences, in the early 1990s Kaplan established a volunteer network of individuals capable of mobilizing “to assist any federal, state, local public or private agency, organization or person in time of need. So others may live.” This mantra became the group’s mission statement.

By 1996, AMERISAR was incorporated as a non-profit organization in San Francisco. It has grown to three other offices in Carson City and Reno, Nev., and six

undisclosed satellite locations. The group also is establishing an infrastructure and training guidelines to allow experienced individuals to expand its 680-member base of off-duty firefighters, as well as municipal, park, and state police men and women and other professionals.

AMERISAR has contributed to over 500 missions of assistance, including various searches, responses and in-presence help in Northern California and Nevada. The group has provided support in such cases as missing Bay Area child Xiana Fairchild and other lost children, highway car crashes, and Y2K beach patrols; as well as at such events as Blue Angel airshows, fairs, concerts and car races.

AMERISAR also has worked with volunteers nationwide, setting up guidelines for search and rescue efforts in the aftermath of tornadoes and other natural and man-made disasters plus everyday events in which people need help.

“If a sheriff’s department contacts us needing extra arms and legs, we’re there,” says Kaplan. “If we hear a police call in which an officer needs assistance, we offer our help. Not everyone knows we’re here, so that’s part of our mission, too.”



Kaplan, who trained with the San Francisco Police Academy, after a successful sales career, has been the driving force behind soliciting

funds and donations for AMERISAR from organizations, individuals and businesses. The group envisions building a training facility and state-of-the-art search and rescue center, extending AMERISAR’s reach nationwide, funding permitting. No AMERISAR volunteers are paid, notes Kaplan.

Digital weather, topographical imaging required Maxtor in the field

As part of AMERISAR's arsenal of equipment and technology used in searches and rescues, NASA digital weather mapping and high-resolution global positioning system (GPS) satellite and aerial topographical imaging are critical tools. In networking with others interested in saving lives, Kaplan met a man (who prefers anonymity) who developed software to combine aerial views with topographic maps; he provides the service free to AMERISAR.

But Kaplan found such technologies demanded huge storage reserves that his computer systems couldn't handle. Frustrated, he looked for solutions to add needed capacity.

Already familiar with Maxtor storage devices for his home computer and for his own pressure-washing business, Kaplan found that with the Maxtor Personal Storage 5000DV external drives, with powerful 7200RPM, 8MB cache, and up to 200GB total storage capacity, he could easily handle the 18 to 150GB of satellite and aerial images and data required, in a fraction of the time.

A huge benefit for AMERISAR has been the ability for Kaplan and his crew to carry the Maxtor external drives wherever they go. This enables them to access recent satellite images on-site even in the most remote locations, using rugged Dolch military-style 20-30GB NotePAC™ computers, like those used by U.S. forces in the recent Iraq war. Since some of the laptops AMERISAR originally used only had 10-15GB storage capacities, and each GPS download takes 1.5 MB, with hundreds of such images required to make up a mapped grid, the Maxtor drives have been critical to the success of AMERISAR's field operations.

A scan of a recently downloaded weather map helps AMERISAR volunteers anticipate all weather conditions to better disseminate search and rescue crews for missing people. Perusing topographical or aerial maps of deep brush and mountainous terrain helps

searchers better pinpoint probable locations while seeking downed aircraft.

"Recently, we were working at a freeway brushfire. With our satellite imagery, we saw fire roads on a map that helped the entire search and rescue team safely evacuate people from nearby homes," says Kaplan.

Kaplan notes that using the Maxtor drives in the field—along with 26 rescue trucks, up to six all-terrain vehicles, numerous motorcycles and other off-road vehicles—plus night-vision devices and other such equipment made available to AMERISAR—has opened his eyes to the possibility of having complete mobile command centers for any search and rescue operation.

Huge database meant heavy-duty storage capacity

To track the hundreds of events, case details, volunteers, and public and private agencies with which AMERISAR has been involved over the years, Kaplan and his staff rely on Maxtor Ultra Series hard drives. In each of AMERISAR's four offices, the team uses the 7200RPM, 8MB cache drives with capacities ranging from 120GB to 200GB and ATA transfer rates of 133MB/second.

Previously, the AMERISAR team kept only paper copies, a grossly inefficient means in finding that needle-in-a-haystack bit of information that might lead to a rescue. When the organization graduated to computers, those, too, quickly became overwhelmed by the volume of information gathered by the AMERISAR crew.

The highly reliable Maxtor drives, designed to protect data integrity with its Maxtor-developed Shock Protection System™ (SPS) and Data Protection System™ (DPS), quickly came to the rescue in helping AMERISAR more cost-effectively manage, manipulate and find critical data. For an organization that finds time is the biggest enemy in completing a successful rescue, the hours and minutes saved by using the Maxtor drives has been credited with helping make life and death differences.

"Maxtor's internal drives, which are capable of handling up to 200GB in storage capacity, and helping us crunch and move data in record time with data transfer speeds up to 133MB/second, are making our desktop computers totally awesome," says Kaplan.

"We can focus our time now on doing what we do best—help save lives."



About Maxtor

Maxtor Corporation (www.maxtor.com) is one of the world's leading suppliers of information storage solutions. The company has an expansive line of storage products for desktop computers, storage systems, high-performance servers and consumer electronics. Maxtor has a reputation as a proven market leader built by consistently providing high-quality products and service and support for its customers. Maxtor and its products can be found at www.maxtor.com or by calling toll-free (800) 2-MAXTOR. Maxtor is traded on the NYSE under the MXO symbol.

Note: Maxtor is a registered trademark, and Maxtor Personal Storage, Shock Protection System, Data Protection System, Ultra and What drives you, are trademarks of Maxtor Corporation. All other trademarks are property of their respective owners.

* A gigabyte (GB) means 1 billion bytes. A megabyte (MB) means 1 million bytes. Total accessible capacity varies depending on operating environment.

To learn more about Maxtor Corporation, visit www.maxtor.com

This announcement relating to Maxtor may contain forward-looking statements concerning future technology, products incorporating that technology, and Maxtor's execution. These statements are based on current expectations and are subject to risks and uncertainties which could materially affect the company's results, including, but not limited to, market demand for hard disk drives, integration of the company's products with products produced by others, the company's ability to execute future production ramps and utilize manufacturing assets efficiently, pricing, competition, and the significant uncertainty of market acceptance of new products. These and other risk factors are contained in documents that the company files with the SEC, including the Form 10-K for fiscal 2002 and its recent 10-Qs. Maxtor is under no obligation to, and expressly disclaims any responsibility to update or alter, its forward-looking statements, whether as a result of new information, future events or otherwise.

©2003 Maxtor Corporation. All rights reserved. Maxtor Corporation, 500 McCarthy Boulevard, Milpitas, CA 95035. ST-CaseStudy-Amerisar-8/03-CL

Maxtor®

What drives you.™