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Bell Micro to distribute own unbranded NAS product

by Mark Cox

Bell Microproducts has announced the development of an unbranded off-the-shelf, easy-to-use entry level NAS device, which it developed in a joint development venture with software vendor ApplianceWare and electronics contract manufacturer Samina-SCI. The system will deliver up to two terabytes of RAID 0, 1 and 5 protection, and will be distributed throughout North America.

This new Bell Micro NASXXX product family from Bell Microproducts is toaster-sized, and features Intel building blocks for storage, gigabit Ethernet, serial, USB and Firewire connections. The Intel technology includes an Intel 80219 processor based on Intel XScale technology and an Intel 31244 4-port SATA controller to leverage new high-capacity SATA Disk Drives. Integrated Intel Gigabit Ethernet enables attachment to state-of-art LAN technology. The system also features Intel Flash Memory.

The system comes complete with preinstalled software from **ApplianceWare**, which makes NAS software based on Intel XScale technology.

Bell Microproducts will integrate the units in its ISO 9001:2000 facilities, conduct SATA disk testing, and authorize the units through Bell Microproducts Quality Control system.

"This product will be the answer for many OEMs and small business-oriented retail manufacturers looking for a cost effective solution to simplify the storage component of their offering," said George Papajohn, Sr., Bell Microproducts' vice president of marketing. "We believe this product, born from collaboration with our best-in-class suppliers, will inspire confidence.

"Once they find this solution with us, they need look no further -- because they won't be able to get it elsewhere."

"The combination of high capacity and value will enable flexible storage solutions to be accessible to market segments that would formerly been unable to afford them," said Stacy Kenworthy, CEO of ApplianceWare, Inc. "The role of the ApplianceWare Storage Operating System and the ApplianceView management framework is to simplify the use of large quantities of storage by translating normally complex management tasks into an easy to understand graphical user interface."

The products will be available from Bell Microproducts as early as June 1st 2005, with the initial product only being offered in four configuration densities, 320GB RAID 0 and 1, 750GB RAID 0, 1 and 5, 1.6TB RAID 0,1 and 5 and the 2.0TB with RAID 0,1 and 5. Single unit pricing will range from \$899 to \$2,999 (U.S.).