



Clickfree™ Transformer

www.clickfree.com

Fact Sheet

Overview

With the Clickfree Transformer, protecting valuable information on a computer has never been easier. Existing backup drives, including those from the leading “single-touch” device manufacturers, require complex setup even before the first backup can be completed. This means software installation, system reboots, hardware set up and software configuration. In addition to taking a long time to set up, these products require the user to learn new, confusing terminology. With Clickfree, all of these complexities are removed. The Clickfree Transformer converts any external hard drive storage into a Clickfree backup device. To run a backup, simply remove the Clickfree Transformer from the box and connect it along with any external hard drive storage to a computer – that’s it. The backup automatically starts by itself and backs up files without any user interaction onto the external hard drive storage.

Description

- The Clickfree Transformer can automatically back up more than 400 different file types.
- All Word files, PowerPoint, email files, attachments within emails, photos, movies, music files. It even finds preferences, favorite websites and browser lists.
- It provides incremental backup; upon first time use it will automatically find all of the files and copy them to the hard drive. Each time after that, it will only back up the new files. (It does not synchronize files with the PC. This feature is not important for our target audience. In fact, it protects our customers’ data in case they erroneously delete or change a file inadvertently.)
- While the software’s default settings will probably be sufficient for most users, it is user-modifiable, giving users full control over their backups. Even after the settings have been changed, the backup will still run without any interaction or installation.
- If a computer crashes, plug in the Clickfree Transformer and the external hard drive storage where data was backed up, hit the “restore” button, and it will bring the data back into its original folder locations again.

Target Markets

Today, 85% of the population does no back up at all (DeLoitte & Touche, 2007)

- more -

- General consumers

Editorial Contact

Ruth Rosene/Rosene PR Consulting, Inc.

949.916.4273 / ruth@rosenepr.com

- Family photos and video, scrap booking images
- Financial data; Quicken files, tax records, etc.
- Student homework/research data
- Business professionals
 - It can be used by employees with little computer knowledge as well as IT professionals.
 - It's ideal for small businesses without dedicated IT resources.
 - It allows field reps and other off site workers to back up their laptops or home computers (that contain work files) on a regular basis, without requiring IT help/resources.
 - It provides a repository for the most up-to-date data to reside during lapses in network-based back up.
 - If an employee's computer crashes, they can instantly restore their data themselves by pushing the "restore" button – no need for remote or on-site IT assistance.
- IT managers
 - Inexpensive and easy to use, it saves IT professionals time and money.
 - The software is configurable and can be customized to back up to certain file extensions (such as proprietary software, or only certain folders.)

Technical Specs

Clickfree Transformer	
Interface	USB 2.0 and 1.1 compliant
Dimensions	8.5" x 1.3" x 0.6" (216mm x 33mm x 15mm) Weight: 1.1oz (30g)
PC Requirements	<u>O/S</u> Microsoft Windows Vista (Home Basic, Home Premium, Ultimate or Business) Windows XP (Home, Professional or Media Center Edition) Windows 2000 (with Service Pack 4) <u>Connection</u> Available USB port (1.1 or 2.0) <i>(USB 2.0 cable included)</i>
Warranty	1 year limited
(MSRP) / Price	\$59.99

Pricing and Availability

The Clickfree Transformer will be available to order on January 8, 2009 from Storage Appliance Corporation at www.clickfree.com. All Clickfree backup solutions can also be purchased online direct from Storage Appliance Corporation. Visit www.clickfree.com for more information or to locate a store.

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About Storage Appliance Corporation

Editorial Contact
Ruth Rosene/Rosene PR Consulting, Inc.
949.916.4273 / ruth@rosenep.com

Storage Appliance Corporation develops intelligent Clickfree™ personal storage devices specifically designed for ease of use. Clickfree backup is the world's first technology that performs backup by simply connecting the storage device to the PC without having to set up or configure software. Storage Appliance also partners with other leading brands and has delivered the world's first photo-centric Clickfree device. See www.clickfree.com for additional information.

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