Lexar Media Introduces Portable Backup Solutions for Netbooks and Notebooks with Echo SE and ZE Drives

High-Capacity, Easy-to-Use Drives Intelligently and Securely Back Up Data On the Go

EchoSE Key Features:
High-performance,ultra-portable, flash-based backup solution designed for netbook and notebookusers
Continuouslyand securely backs up files on the go
Built-insoftware automatically backs up files in use, with the option to encrypt data
Userscan store more with capacities up to 64GB

Echo ZE Key Features:
Always-ready,plug-and-stay backup solution designed for netbook and notebook users
Sizedat just 20.1 by 15.1 millimetres, it is one of the smallest USB drives in the world
Continuouslyand securely backs up essential files on the go
Built-insoftware automatically backs up files in use, with the option to encrypt data
Convenient,reliable flash-based design

Sydney,Australia 4th June, 2010 : Lexar Media, a leading global provider ofmemory products for digital media, announced today the Australian availabilityof its flash-based, backup drives, Lexar Echo SE and Lexar Echo ZE. Designedto protect valuable data on netbook and notebook computers, Echo SE and ZEbackup drives provide users with portable, easy-to-use file backup solutionsfor their mobile lifestyles.

High-performance EchoSE is an ultra-portable drive that easily plugs into a computers USB port toperform automatic backup and transfer of files, at read speeds up to 28MB/s andwrite speeds up to 10MB/s. Echo ZE, with its low-profile 20.1 by 15.1millimetre size and plug-and-stay design, is an always-ready drive providing aconvenient means to automatically back up essential files anytime, anywhere.Both drives are interoperable between Windows XP, Windows VistaTM, and Windows7, as well as Mac OS X operating systems, allowing data to be seamlesslyaccessible whether using PC or Mac computers.

In the recent ParksAssociates survey, Mobile Convergence, over a third of participants expressedinterest in a flash-based drive with automatic backup software for theirnetbook or notebook, and Echo SE and ZE answer that demand, explained RichardClarke, national sales manager ANZ, Lexar Media. The Echo line has beendesigned specifically for users on the go. Whether its backing up businessproposals when travelling or your university assignments whilst in the library,the Echo SE and ZE drives provide secure, high-capacity options to meet theneeds of todays netbook and notebook user without the cables and externaldrives that traditional backup solutions require.

The drives includeversatile, built-in Echo backup software developed by Dmailer for Lexar. Keyfeatures include targeted file backup, which stores only specified files andreduces wasted disk space, and file versioning, which backs up a history offiles and allows the retrieval of previous versions. Additionally, the softwareoffers optional AES 128-bit encryption, enabling protection in the event ofdrive loss.

Availability and pricing

The Lexar Echo SE andLexar Echo ZE backup drives are available now on Lexar.com, for the recommendedretail prices of:
Lexar EchoSE 16GB AU$83.50 / 32GB AU$148.45 / 64GB AU$278.35
Lexar EchoZE 8GB AU$46.40 / 16GB AU$83.50 / 32GB AU$148.45

Australiandistributors of Lexar Media products include: Cellnet Group Limited Ph: 1300 235 563 and WestGroup International Ph: 1300 130 578

Foradditional information about the Lexar Echo SE and ZE backup drives, visit http://www.lexar.com/au/echo .

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AboutLexar MediaLexarMedia is a leading designer, manufacturer, and marketer of NAND flash and DRAM memoryproducts under the Lexar and Crucial brand names. Lexar Media offers productsin all major flash and DRAM memory categories, including consumer andenterprise-level USB flash drives, industry-leading memory cards forphotography, and all popular form factors of memory cards for mobile devices.For computers, Lexar Media offers more than 250,000 upgrades for 40,000systems, including a full range of DRAM computer memory upgrades for PCs andMac systems, and solid state drives (SSDs). An industry leader in innovative,patented flash memory technology, Lexar Media is vertically integrated withMicron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar products,visit www.lexar.com/au.For more information about Crucial products, visit www.crucial.com,

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