

Buffalo introduces its USB 3.0 hard drive range, offering transfer speeds 10 times faster than current technology

The days of having to wait patiently for large file transfers and routine computer back-ups are numbered with global leader Buffalo introducing its ultra fast USB 3.0 hard drive range into the Australian market. Offering maximum transfer speeds of up to 5 gigabytes per second - an impressive 10 times faster than the current most common USB 2.0- these next generation desktop and portable hard drives make swift data back-up and fast file sharing a reality. USB 3.0 technology is ideal for creative professionals, computer power users and digital content creators who particularly appreciate quick transfer and storage of high-resolution graphics, digital audio/video, large multimedia files and photos. Suitable for desktop use, the new DriveStation™ HD-HXU3 combines USB 3.0 performance and the latest hard disc technology to give users the ability to quickly back-up and store important data and other digital assets. File transfer rates can be enhanced by up to 165 per cent compared to the current standard of hard drives. Ideal for video editing and management of bandwidth intensive programs such as CAD, the DriveStation™ HD-HXU3 can record thousands of large music, video and data files at lightening fast speed. For added versatility, it is compatible with PC and Mac making file sharing with virtually any computer possible and is available in 1.0 terabyte, 1.5 terabyte and 2.0 terabyte capacities. Included with each DriveStation™ HD-HXU3 is award-winning Memeo Instant Backup software. The intuitive system finds any new or updated file instantly and automatically copies it to the drive, eradicating the need for scheduled or routine backups. For those with more of an on-the-go lifestyle, the sleek Ministation™ Lite USB 3.0 - available in 500 gigabyte and 640 gigabyte capacities - is designed for mobility. The compact and lightweight unit makes storage and back-up of large amounts of high resolution images and multimedia files fast and easy. Offering file transfer rates up to 135 per cent faster than standard USB 2.0 formats, the Ministation™ Lite has a preformatted hard drive for immediate use with Windows and Mac – just plug and play. With no need for an external power supply and an eco minded power management tool to regulate power usage and conserve battery consumption, it is the perfect companion for laptops and netbooks. Included with the Ministation™ Lite USB 3.0 is Buffalo Tools, a suite of PC performance tools including TurboPC which can boost transfer performance by an additional 35 per cent and SecureLock which provides enhanced security through password protection and software data encryption. Both the Ministation™ Lite and DriveStation™ HD-HXU3 are backward compatible with all USB 2.0 enabled computers and notebooks as well as forthcoming USB 3.0 models. To upgrade existing computers to take full advantage of USB 3.0 technology, Buffalo also offers an Interface ExpressCard to upgrade existing laptop PCs to USB 3.0 as well as the USB 3.0 Interface Board for PCI Express for desktops. DriveStation™ HD-HXU3 USB 3.0 1.0TB - RRP \$199 1.5TB - RRP \$279 2TB - RRP \$379 Ministation™ Lite USB 3.0

500GB - RRP \$199

640GB - RRP \$229 Buffalo products are available in Bing Lee, Harvey Norman, The Good Guys, Retravision, WOW Sight & Sound, Myer and David Jones stores nationally. Buffalo products are distributed in Australia by Uniden. For enquiries phone 1300 366 895 or visit www.buffalotech.com About Buffalo Buffalo is a leading global provider of award-winning networking, storage, multimedia and memory solutions for the home and small business environments as well as for system builders and integrators. The company is the number one brand in storage in Japan enjoying a 55 per cent market share. Uniden has a strategic alliance with Buffalo in Australia and New Zealand, and is the company's exclusive representative in this region. For more information about Buffalo Technology and its products, please visit www.buffalotech.com MEDIA NOTES: Buffalo is represented in Australia by Write Away Communication + Events www.writeaway.com.au View the Buffalo image gallery at www.flickr.com/photos/writeaway/sets/72157624605992208/

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