

Transcend adds slim and sturdy StoreJet 25A3 to USB 3.0 set

[New additions to StoreJet portable hard drive storage line](#)

Sydney, Australia, September 28, 2011 – Transcend Information, Inc. (Transcend), a worldwide leader in storage and multimedia products, today added the StoreJet 25A to its StoreJet range of portable hard drives. Boasting a sleek and striking design that is also shock-resistant, the StoreJet 25A is available in both SuperSpeed USB 3.0 and USB 2.0 versions. Featuring fast data transfer speeds, powerful software tools and up to one terabyte storage capacity, the StoreJet 25A is ideal for everyday backup, storage, and transport.

Equipped with the next-generation SuperSpeed USB 3.0 connection interface, the StoreJet 25A3 provides 10 times the bandwidth of USB 2.0. With the enhancement of USB 3.0, the StoreJet 25A3 delivers real-world transfer speeds of up to 90MB/s to promptly transfer a full DVD in just 50 seconds. Alternatively, if supreme speed is not an absolute necessity, the USB 2.0 version – StoreJet 25A2 – offers the same stunning design and similarly powerful features at a more attractive price.

Slender as a smartphone and only weighing a light 182 grams, the StoreJet 25A is ultra durable and offers unreserved defence against data loss resulting from unexpected contact and collision. The slimmest drive to incorporate Transcend's exclusive shock-absorbing suspension damper system, the StoreJet 25A effectively protects its internal hard drive by softening the force of impact in case of accidental bumps and drops.

The StoreJet 25A also functions as an advanced data backup station with the bundled Transcend Elite software. A convenient One Touch Auto-Backup button allows for swift, effortless data backup and synchronisation, as well as offering robust encryption security and time-saving mobile internet bookmarks. Additionally, the StoreJet 25A includes Transcend's own RecoveRx™ software – an extraordinarily effective tool for bringing back accidentally deleted or lost files.

Much more than just a place to store files, the StoreJet 25A can also function as an advanced data backup station, with a convenient One Touch Auto-Backup button for swift, effortless data backup and synchronization when used with the bundled Transcend Elite software. Aside from its comprehensive backup features, Transcend Elite also offers robust encryption security and time-saving mobile internet bookmarks. Additionally, the StoreJet 25A includes Transcend's own RecoveRx™ software – a highly capable tool for retrieving unintentionally deleted or lost files.

The Transcend StoreJet 25A – 25A3 and 25A2 are available now in Australia and New Zealand and are backed by Transcend's three-year limited warranty. RRP: StoreJet 25A3 (1TB) AU\$195.95 inc GST, NZ\$275.95 / StoreJet 25A2 (1TB) AU\$179.95 inc GST, NZ\$249.95.

Transcend products are distributed in Australia by Cellnet, Synnex Australia, WestGroup and in New Zealand by Cellnet, Datawell(NZ), Ingram Micro New Zealand, Synnex New Zealand.

About Transcend Information, Inc. Transcend Information, Inc. (Transcend) is a worldwide leader in storage and multimedia products. Headquartered in Taipei, Taiwan, Transcend is a global company with offices around the world with an extensive product portfolio that has grown to include over 2,000 memory modules of every type, flash memory cards, USB flash drives, MP3 players, digital photo frames, portable hard drives, multimedia products and accessories. Transcend products are available for proprietary equipment, as well as for mass marketed PCs. For more information, visit <http://au.transcend-info.com>.

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