



## Dubai-based Infinitec Unveils World's First Infinite USB Memory Drive

*New drive leverages wireless capabilities to stream unlimited data between devices*

**Middle East, 1 March 2010:** Dubai-based start-up, Infinitec, today unveiled the prototype of the world's first Infinite USB Memory (IUM) Drive to a selection of UAE's technology community. The drive, the first of its type to be developed in the Arab world by Middle East expatriates, Ahmad Zahran and David McKern, is the next generation of USB flash drives, providing a more efficient, practical and comprehensive solution for transferring files. As the next generation of USB flash drives, the new Infinitec IUM is compatible with any device that currently accepts the use of traditional flash drives or has a USB port, from printers to digital photo frames.

Ahmad Zahran, Chief Executive Officer at Infinitec, pointed out, "Since the first PC was invented there have been external storage devices starting with floppy drives, then CDs, DVDs, flash drives, etc. The thing they all have in common is that they all duplicate your computer's data and spread it over several units rather than having it all centralised. We needed a solution that kept your data in the same place while allowing you to share it with anyone without duplicating it."

The new Infinitec IUM's streaming capabilities allows users to share entire hard drives as well as any servers, external hard drives or other storage space that a PC or laptop has access to. There is no limit to the amount of storage capacity that the user can share, hence it's capabilities of acting as an infinite device. The IUM also gives the user the complete freedom of choosing whether to share a single file or an entire hard drive. This capability allows users to stream<sup>1</sup> movies, music and pictures directly to any TV, DVD player, Blu-ray player, HiFi system, or any other device with USB capability.

"Because the Infinitec IUM doesn't actually store any files, if it is lost or stolen, none of the files are lost or compromised," enthused Zahran. "Unlike traditional flash drives, the IUM doesn't store any content in it ensuring that data is always protected because it never leaves your laptop or PC."

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<sup>1</sup> Infinitec only endorses the download of legally acquired content



## *World's First Infinite USB Memory Drive Unveiled*

The IUM supports all types of files and folders regardless of the functionality or the extension of the file. All you have to do is mark the file for sharing using the IUM software and your files will immediately appear on the IUM. The IUM also has the ability to streaming movies in full HD (1080p support). The IUM is plug-and-play device and therefore recognised by all operating systems. As a true Plug and Play device, it needs no additional software or drivers.

The IUM is also compatible with all major gaming consoles such as PlaysStation3, Xbox360, and Wii.

### **Pricing and Availability**

Infinitec is currently setting up its retail and distribution channels across the USA, Canada, Europe and the Middle East. The product is expected to be available in these regions from 1<sup>st</sup> July 2010 and will retail at a price of under \$129 (€95) depending on the location.

### **About Infinitec (<http://www.infinitec.com>)**

Infinitec is a modern developer and marketer of innovative products and technologies. With an avant-garde vision of the future and a strong focus on simplifying our customers' lives, the company aims to simplify the way users interact in the Digital World.

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