



FOR IMMEDIATE RELEASE

## **Imation Selects Dmailer Live Backup Software for External Hard Drive Solution**

MARSEILLE, FRANCE, February 2, 2009, Dmailer, the number one synchronization software manufacturer worldwide, has announced that its Live Backup software has been selected by Imation for inclusion with certain models of Imation's Apollo™ external hard drive family. Imation, a leading global developer and marketer of branded products that enable people to capture, save and enjoy digital information, recently announced the availability of its Apollo Expert UX drive, which include Imation Live Backup software from Dmailer.

Like the recently launched Dmailer Backup software, Imation Live Backup automatically backs up personal files from a user's PC to any mobile storage device (USB flash drive, flash card, hard disk drive, mp3 player, iPod etc). Imation Live Backup offers additional benefits by allowing the application to continuously detect changes to files and backing up those changes automatically on an external hard drive and without user interaction. Imation will also offer Imation Live Backup in conjunction with its upcoming wireless USB drive, the Imation Apollo Pro WX external hard drive.

In addition, Imation Live Backup customers will benefit from a new *Pause on Unplug and Resume upon Re-insertion* feature. This ensures that, should the USB drive be unplugged from the PC while backing up, the backup will pause and stay in this mode until the drive is re-inserted. Imation Live Backup then performs a full scan of the files originally selected for the backup, as well as any newly added files, and then resumes the process of a fine tuned back up by file type, size and date of only those files not previously copied.

"Dmailer's automated backup software is an important element of our Apollo backup solution. It ensures that a user's data is automatically and regularly backed up," said Jim DePuydt, director, global commercial products, Imation. "Despite the multitude of data protection and theft prevention systems available, backing up one's files remains the most effective method of preventing loss. With Imation Live Backup, users don't need to remember to backup, as the software does it for them."



Imation Live Backup also ensures that any edits users make to a file on their PC will be made to the same file on their storage device. More importantly, precious time isn't wasted by sorting through photos to make sure the right ones are all in one place - any photos users have on their PC but not on their storage device will be automatically backed up onto their peripheral. Furthermore, with Imation Live Backup, users can hold on to all the different versions of their files before deciding which ones to keep. With one single click, any version of a file can be restored to the PC easily even if it was erased when modifying a file, thereby avoiding the headache of lost data. In addition, a contextual help window provides valuable user information when hovering over an application. This feature guides users through the back-up process, making it an easy, intuitive exercise.

As with Dmailer Live Backup, Imation Live Backup does not require installation but runs directly from the device. First product shipments are expected in Q1 2009, when the software will be available in 11 languages.

*ENDS*

### **About Imation Corp.**

Imation is a leading global developer and marketer of branded products that enable people to capture, save and enjoy digital information. Our world-class portfolio of digital storage products, audio and video electronics and accessories reaches customers through a powerful global distribution network. Our goal is a company with strong commercial and consumer businesses and continued long-term growth and profitability that creates shareholder value. Imation Corp.'s global brand portfolio, in addition to the Imation brand, includes the Memorex brand, one of the most widely recognized names in the consumer electronics industry, famous for the slogan, "Is it live or is it Memorex?" and the XtremeMac brand. Imation is also the exclusive licensee of the TDK Life on Record brand, one of the world's leading recording media brands. Additional information about Imation is available at [www.imation.com](http://www.imation.com).

*Imation, the Imation logo, Apollo, Memorex, the Memorex logo, 'Is it live or is it Memorex?' and XtremeMac are trademarks of Imation Corp. and its subsidiaries. The TDK Life on Record logo is a trademark of TDK Corporation. All other trademarks are property of their respective owners.*



## About Dmailer

Established in 2001 and located in Marseille, France, Dmailer ([www.dmailer.com](http://www.dmailer.com)) is a privately held software company specializing in portable backup and synchronization solutions for a range of mobile devices, including USB flash drives, memory cards, external hard disk drives, mp3 players, embedded phone memory, SIM cards and flash based memory cards for mobile phones (miniSD, microSD, microSDHC, MMCmobile). The company's flagship product, Dmailer Sync, is available in 19 languages and is sold in over 130 countries worldwide. It is bundled with SanDisk, Western Digital, Verbatim and Lacie portable storage products on a worldwide basis.

### Contact us at:

#### **Dmailer World Wide**

##### **Headquarters**

Pôle Média Belle de Mai  
Hall Sud, 2ème étage  
37/41, rue Guibal  
13003 Marseille - FRANCE  
Tél. : +33 4 91 29 32 80

#### **Dmailer Americas Corp.**

619 New York Avenue  
Claymont  
Delaware 19703 - USA

#### **Dmailer Asia Pacific Corp.**

#7, Lane 200, Dongtai Road,  
Pudong,  
Shanghai 200120 – CHINA

##### Contact:

Anthony Reyes  
Executive Vice President  
[\*\*anthony@dmailer.com\*\*](mailto:anthony@dmailer.com)

##### Contact:

David WAINWRIGHT  
VP of Sales – Americas  
[\*\*david@dmailer.com\*\*](mailto:david@dmailer.com)

##### Contact:

Bob Yao GINLOM  
VP of Asia Pacific  
[\*\*bob@dmailer.com\*\*](mailto:bob@dmailer.com)

[\*\*www.dmailer.com\*\*](http://www.dmailer.com)