

SanDisk aims high, introduces high capacity Smart USB Drives

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What especially sets apart Cruzer Contour, with its glossy black top and silver metallic body, is the drive's unique sliding USB connector. Using a thumb to slide the top of Cruzer Contour back and forth brings out or hides the connector. There's no visible switch, and no cap to lose. Introducing the Cruzer Contour Ms Manisha Sood, Country Manager, India and SAARC, SanDisk Corporation said, 'Since last October SanDisk has been very well accepted in the market and we have consolidated our position tremendously. Today we are amongst the top players in flash drives segment in India. With Cruzer Contour will further strengthen our position in the higher capacity drive segment, which will give users rock solid performance along with security'.

Contour will be available in 4 gigabyte (GB) and 8 GB capacities and its features include: **Design.** The slider requires nothing more than two flicks of the thumb. Moving the top back and then forward brings out the connector, while moving the top forward and then back pulls in the connector. When Cruzer Contour is connected to a computer, blue LEDs illuminate the word 'Cruzer' on the drive's top. **Performance.** Cruzer Contour delivers a write speed of 18 MB/sec, double the performance of SanDisk's previous top-of-the-line retail model. Read speed for Cruzer Contour is two-thirds faster at 25 MB/sec. Cruzer Contour also supports the ReadyBoost feature in Microsoft Windows Vista, which taps unused storage space on USB flash drives to improve system performance - especially when several applications are running simultaneously. **Pre-installed software.** Cruzer Contour offers U3 technology for running applications directly from the drive, without those applications having to be installed on the computer. U3-compatible software provided free with the drive includes the PC phone service Skype, SanDisk's own CruzerSync for synchronizing files between a PC and the drive, the password manager program SignupShield Passwords from Protecteer, and a trial version of anti-virus software. Just for fun, there are two titles from Big Fish Games: Sudoku and Mahjong Towers Eternity. **Security.** Cruzer Contour provides password protection through U3, backed by AES hardware encryption. This is much stronger than the software-based security available on some USB flash drives. With password protection turned on, Cruzer Contour owners have less to worry about if the drive is lost or stolen.

Contour will be available through Rashi Peripherals and its 51 branches across India at a suggested end user price of Rs. 2,750 for 4GB and Rs. 5,250 for 8GB models with limited life time warranty.

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About SanDisk

SanDisk is the original inventor of flash storage cards and is the world's largest supplier of flash data

storage card products, using its patented, high-density flash memory and controller technology. SanDisk is headquartered in Milpitas, California, and has operations worldwide, with more than half its sales outside the U.S.

About Rashi Peripherals

Rashi is one of the leading distribution Companies in India with distribution of world famous brands like ASUSTEK, ALTEC LANSING , APC, COMPEX, HP, IBM, LENOVO, LOGITECH, PROCURVE, PROLINK, NETGEAR, SANDISK, SENAIO, SONY, XFX. Channel Magazine - CRN has ranked Rashi at No.1 (in B Group) for I.T distribution in India. Apart from this Rashi is a member of the elite DQ Channels Silver Club. Rashi has its own ISO 9001:2001 accredited RP Tech Branded Systems. Its products comprise mostly high end, quality and premium range. Rashi has grown consistently over the period of years and its turnover for the financial year 2006-07 is expected to cross Rs. 480 Crore. Today Rashi has 50 Branches all across the country and more then 4000 Reseller base who are working together with us under various programs. For more information please visit www.rptechindia.com.

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You can also visit www.rptechindia.com for more information.