

## LaCie 2big Triple Presented Best Storage Back-Up Solution from the Technical Image Press Association

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LaCie's innovative 2big Triple hard drive, designed by Neil Poulton, has won a coveted trophy as the Best Storage Back-up Solution from the Technical Image Press Association (TIPA). The annual TIPA Award is recognized as the most prestigious photo and imaging honour in Europe. TIPA is made up of 30 independent publications from 13 European countries. The member publications have no relationship with any manufacturer, which allows neutrality to present awards to the year's best products. Eligibility is open to any company that manufactures photo, video, and digital products. Submitted products are judged on ease of use, features, and price. TIPA only looks for products that are the very best in their respected areas to win this annual award.

The LaCie 2big Triple is a performance enhanced storage device with separate FireWire 800, FireWire 400, or USB 2.0 interfaces for high-speed data transfer. Available in capacities from 1 to 2 terabytes, the 2big Triple is a complete RAID solution that can be individually configured for performance (RAID 0) and safety (RAID 1). When set for RAID 1, the unit is hot-swappable and upon insertion of a new drive, will automatically rebuild data for non-stop data access. The LaCie 2big triple also features an attractive natural cooling, heat sink metal design with a thermoregulated progressive smart fan to ensure long-lasting reliability and quiet operation.

IDLDPL (India Digital Life Style Distributors Pvt. Ltd.) is one of the largest distributors of LaCie hard drives in India. 'LaCie 2big Triple HDD being adjudged as the Best Storage Back-Up Solution from the Technical Image Press Association (TIPA) is a heartening news for us. It is a confidence building and boosting aspect for the customers who are using LaCie products. LaCie as a brand is known for its ruggedness and style and after winning the TIPA award, it has justified the quality and niche that the product enjoys. I expect the partners will aggressively push the products and the customers will appreciate the fact and start using this brand for better performance.' says, Mr. Vinayendra Singh, (Product Manager, IT), IDLDPL.

### **Availability**

The LaCie 2big Triple is available worldwide via LaCie's specialized dealer network with a starting suggested retail price of \$349.99 for 1TB. For more product information, visit [www.lacie.com](http://www.lacie.com).

### **About Neil Poulton**

Neil Poulton was born in Thurso, Scotland. A graduate in Industrial Design from Edinburgh University and Milan's Domus Academy, Poulton first came into public view in 1989 as the creator of 'the ageing pens,' pens made from a 'living,' wearing plastic that changes color and form with use. Today, Neil Poulton designs and develops best-selling, award-winning products for a variety of international clients including LaCie & Artemide. Since 1991, Poulton has lived and worked in Paris, France. [www.neilpoulton.com](http://www.neilpoulton.com)

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### **About LaCie**

Located in the US, Canada, Japan, Australia, Europe, Singapore and Hong Kong, LaCie is the leading manufacturer of computer peripherals for PC, Apple and Linux users. LaCie creates external storage solutions and color monitors that help professionals and everyday users easily manage their digital lives. LaCie has differentiated its products through original designs and leading-edge technology. Established in France in 1989, LaCie is listed on Euronext under FR0000054314 (LAC). For more information, visit [www.lacie.com](http://www.lacie.com).

### **About IDLDPL:**

IDLDPL (India Digital Life Style Distributors Pvt. Ltd.) is one of the largest distributors of lifestyle products in India. It is promoted and managed by professionals who have immense experience in this industry. IDLDPL represents some of the world-repute brands like Sony, Pentax, Creative, YES, Lacie, Parrot, Panasonic and Colorvision. Based out of New Delhi, it has presence all across India including metros like Mumbai, Kolkata, Chennai and Bangalore; and non-metro markets in B-and C-class cities. Besides, IDLDPL has tie-ups with all major retail chains including Reliance, Planet-M, Future Bazaar, TV-18, Metro, and Hypercity. IDLDPL also provides multi-location billing facility to its customers. IDLDPL believes in Quality of Services. Part of this, logistics and support are the company's forte. For more information, visit [www.idldpl.com](http://www.idldpl.com)

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