Press Release

Freecom launches world's smallest Thunderbolt drive

Award-winning Mobile Drive Mg now supports Thunderbolt's lightning fast data transfer

Berlin, 11 June 2012 – Freecom, part of the Mitsubishi Chemical Holdings Group and award-winning manufacturer of external hard drives and portable storage devices, today unveiled its brand new Mobile Drive Mg, now featuring Thunderbolt connectivity. Just 15mm high and encased in sleek magnesium, the award-winning Mobile Drive Mg has always appealed to style conscious Apple fans. Now supporting Thunderbolt and boasting a capacity of 1TB, it has the power to match its incredible looks.

The Mobile Drive Mg's new Thunderbolt interface allows rapid data transfer to and from Mac devices, including the MacBook Air, MacBook Pro, iMac and Mac mini, with speeds that are up to 20 times faster than traditional USB 2.0 solutions. These ultrafast throughput speeds, together with the drive's 1TB capacity, makes the drive the ideal solution for Mac users who have large storage requirements but are not prepared to wait to transfer their files, photos, movies or music.

The new Mobile Drive Mg is also the smallest Thunderbolt-enabled drive on the market today, and continues Freecom's tradition of designing innovative devices that are both aesthetically beautiful and functional. Just a few millimeters high, the Mobile Drive Mg is both lightweight and portable, while its magnesium casing means it is strong, durable, environmentally friendly and the exact color match for the MacBook. These design features were the reason the Mobile Drive Mg was named 'Best of the Best' at the prestigious red dot Awards 2012.

"Our new Thunderbolt enabled drive is as powerful on the inside as it is beautiful on the outside, offering lightning fast data transfer and a huge capacity, with all of the design features people have learnt to expect from Freecom," said Dick C. Hoogerdijk, president and CEO of Freecom. "The Mobile Drive Mg's high performance specification, wafer thin design and magnesium finish has already won it many admirers, and make it the perfect complement to the Apple MacBook."

In addition to supporting Thunderbolt, the drive also features the USB 3.0 interface standard, which offers data transfer speeds of approximately 130 MB/s. For extra flexibility, it is also backwards-compatible with all USB 2.0 enabled computers and notebooks. Mac HFS+ formatted, the drive will work immediately with any Mac and is 100 percent Time Machine compatible.

Pictures can be found at:
http://download.komm-passion.de/Freecom_Mobile_Drive_Mg_1.jpg
http://download.komm-passion.de/Freecom_Mobile_Drive_Mg_JP_1.jpg
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Pricing and availability
Freecom Mobile Drives Mg are available through Apple Premium Resellers, Apple Stores and via the Freecom website, the new Freecom Mobile Drive Mg Thunderbolt & USB with an SRP of 189 Pounds expect to be available from July. All Mobile Drive Mg products come with a two year warranty and unlimited helpdesk support with this product.

Useful links:
Freecom product overview:
http://download.komm-passion.de/Freecom_Product_Overview_2012_EN.pdf

Freecom product brochure:
http://download.komm-passion.de/Freecom_Product_Brochure_2012_EN.pdf

About Freecom
Freecom is part of the Mitsubishi Chemical Holdings Group. Founded in 1989, Freecom designs, manufacturers and markets innovative desktop and mobile HDD storage solutions, network attached storage devices, flash drives, DVD burners, Professional RDX & tape drives and services. Freecom serves both PC and Mac users. Established in Germany, Freecom is headquartered in the Netherlands, with offices in Austria, Belgium, France, Germany, Hong Kong, Italy, Japan, Spain, Sweden, Switzerland, Taiwan and United Kingdom. For more information, visit Freecom's website at www.freecom.com and select the country of your location.