

Verbatim unveils its new global branding

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Underlining the increase in globalisation and growing need for consistent communication across borders, Verbatim, the leading storage media specialist, recently unveiled its new global branding which introduces a new comprehensive and consistent packaging on a world-wide basis.

This new and refreshing look uses a special colour system that enables customers to identify and select accurate media for their requirements. Verbatim's websites have also been redesigned in line with the new global branding.

Further reinforcing its position as a leading provider of complete Digital Storage Media solutions, the company will be showcasing its range of innovative products at GITEX. On display, will be an array of products ranging from Optical Storage Media Devices, USB Storage devices, Memory Cards to External Hard Disk Drives at GITEX. The Verbatim booth is located at stand F10-4 in the Sheikh Maktoum Hall at the Dubai International Convention & Exhibition Centre from 8th to 12th September 2007.



Verbatim will highlight the worldwide launch of its 2.5" and 3.5" external hard disk drives packaged with the new eye-catching branding at GITEX. Other innovations include the first generation HD-DVD DL Dual Layer with 30 GB storage capacity, SDHC & CompactFlash Memory Cards with 4 GB and 8 GB storage space and the USB 2.0 Store 'n' Go 'Carry it Easy + Plus'. Verbatim will also exhibit a range of wireless, optical and laser computer mice along with headsets, speakers and universal card readers.

Presenting their range of diversified products at GITEX, Ziad Arab, Sales Manager Middle East - Verbatim said, "With Verbatim's recent acquisition of SmartDisk® Corporation, one of the leading American manufacturers of mobile storage media, we now have the ideal basis for assuring product quality and expertise in the external HD drive sector." Commenting further he says, "This means that we can now offer our customers high quality external hard drives with classical connections such as USB 2.0, Firewire and Ethernet as well as offer them professional interfaces solutions such as NAS (for networks, WLAN, etc.)."

On the logistics side, Verbatim have selected a first class global transportation and logistics company, APL, to take care of their full business in the Middle East. Through APL, Verbatim have their local warehouse facility based in Jebel Ali Free Zone, improving direct service levels and flexibility to their customers.

Verbatim Products on Display:

HD-DVD Dual Layer with 30 GB storage capacity

For fans of high-resolution films, Verbatim offers the HDTV and equivalent HD recorders, and for the first time an HD-DVD in Dual Layer format. The new HD-DVD DL boasts over 30 GB of storage capacity and a write-speed of 4.5 MB/s. The HD-DVD DL 30 GB is compatible with version 2.1 of the HD DVD standard and is available from outlets in the Middle East in the Autumn 07.

2.5" hard drives up to 250 GB and 3.5" hard drives up to 750 GB

Verbatim's product highlight for 2007 are its high-quality external hard drives offering up to 750 GB of storage capacity. From October onwards, Verbatim will offer three models in the 2.5" format with storage capacity of 120 GB, 160 GB and 250 GB respectively. The 2.5" hard drives are each available with USB 2.0 or Firewire connection. In addition, the 3.5" HD drives with storage capacities of 500 GB and 750 GB will also be available with USB 2.0 and a combined USB 2.0 / Firewire connection. The 3.5" hard drives are also optionally available with Ethernet connections as NAS (Network Attached Storage), thereby facilitating an ideal connection to local networks.

USB 2.0 Store 'n' Go 'Carry it Easy' USB

Coinciding with Gitex, Verbatim will be unveiling a range of USB keys, namely, its new USB 2.0 Drive Store 'n' Go 'Carry it Easy + Plus' in 2, 4 & 8 GB with features like Password Protection, Microsoft Outlook Synchronization, Portable Outlook Express, etc all in the new packaging.

Flash Memory Cards: microSD, CompactFlash and SDHC up to 8 GB storage space

During Gitex, Verbatim will be showcasing its entire range of Flash Memory cards in the latest designed packaging, including the latest models: microSD with 2 GB, SDHC up to 8 GB and CompactFlash from 2 GB to 4 GB of storage space. The microSD 2 GB has a read and write speed of 2 and 4 MB/s. The SDHC cards with 4 and 8 GB belong to the fastest speed class 6 and thus guarantee a minimum write speed of 6 MB/s. The Verbatim Hi-Speed CompactFlash cards are available with 2 GB & 4 GB of storage capacity and offer maximum reliability with a write speed of up to 4 MB/s.