

## SanDisk aims high, introduces high capacity Smart USB Drives

SanDisk Corporation today announced availability of Cruiser Contour, a sleek USB flash drive that brings together high-end design and blazing speed. Much like a fine wristwatch, Cruiser Contour is a luxury personal accessory as well as a piece of functional technology.

What especially sets apart Cruiser 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 Cruiser Contour back and forth brings out or hides the connector. There's no visible switch, and no cap to lose. Introducing the Cruiser 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 Cruiser 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 Cruiser Contour is connected to a computer, blue LEDs illuminate the word 'Cruiser' on the drive's top. **Performance.** Cruiser 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 Cruiser Contour is two-thirds faster at 25 MB/sec. Cruiser 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.** Cruiser 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 CruiserSync 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.** Cruiser 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, Cruiser 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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