



The next step to innovation - Moser Baer India introduces Knight USB Flash Drives

- *Launches flash drives "Knight" under Moser Baer portfolio.*
- *Offers password enabled customized storage options*
- *Slim form factor*

New Delhi, 23rd July, 2010: Moser Baer India (MBI), the global tech- manufacturing company, announced the launch of '**Knight**' **USB Flash Drives** with value added features which allows users to customize their storage space as per their preference. The USB Flash Drives are equipped with advanced features like MyZone, LED light in a sleek form factor among others for an enhanced user experience.

Moser Baer's USB Flash Drives come embedded with an innovative **MyZone** feature which enables user to demarcate his personal and public storage space with a password, making it ideal for enterprise users. The MyZone feature has been developed by in-house design centre of Moser Baer. The specially designed security software allows users to define their private usage space and can be set to any percentage of the drive's total capacity. The password enabled storage ensures that the user data remains secure making it ideal for storing sensitive data. The Flash Drive also offers a sleek ergonomic design with LED light feature. It is billed as a true plug –and- play device, requiring no software installation on the host system. This "Knight" Flash Drive is compatible with all major operating systems including Windows 7, Macintosh and Linux platforms.

Commenting on the launch **Mr. Bhaskar Sharma, CEO, Blank Optical Media & Consumer Products, Moser Baer** said, "We are pleased to offer the compact Moser Baer-Knight USB Flash Drive to our customers. This launch exemplifies our constant focus on innovation in technology and delivers on both functionality and style. It offers best of both the worlds to the consumers – a simple; user friendly interface with additional security packaged in a avant garde design."

“Knight” USB Flash Drive from Moser Baer is a cap based model with bright Red LED at the rear end. The drives are currently available in the capacities of 2 GB and 4 GB at an attractive price point of Rs. 525 and Rs 700 respectively. Moser Baer Knight with 8GB, 16GB and 32 GB capacities will be launched very soon. This feature-packed flash drives come in an attractive sleek design with two colour options- Black and White. The Knight USB Flash Drives are available at Moser Baer’s dealer outlets on a pan India basis.

About Moser Baer: Storage Media and IT & CE business

Moser Baer India is one of the world's largest manufacturers of optical storage media. With a strong R&D focus, the Group has been able to lead the technology curve globally. Besides many laudable achievements, it is one of the first to market the technologically superior Blu-Ray discs and products in High Definition formats. It is already well established in IT&CE (IT Peripherals & Consumer Electronics) segment in India with an impressive range of products like USB drives, memory cards, DVD writers, PC peripherals, TFT monitors, external hard drives and ultra advanced LCD TVs, DVD players, portable DVD players, digital photo frames, media players and multimedia speakers, to name a few. All of its uniquely designed and manufactured IT&CE products are available on its recently launched e-commerce website (<http://shop.moserbaer.in>). Moser Baer India is widely considered to be the preferred OEM for all top manufacturers in the world in optical storage media space. One out of every 5 discs in the world comes out of the Moser Baer factory. In the process, it is among the very few Indian companies to have contributed to the establishment of new global technology standards. With the company's recent entry into the arena of Solid State devices, it has become the first company in India and among a select few worldwide to offer a comprehensive portfolio of storage solutions.

Established in 1983, Moser Baer India is a globally, diversified technology group. With its manufacturing expertise and extensive R&D base, the Group has successfully diversified in areas like Blank Optical Media, Solar Photovoltaic, Home Entertainment and IT Peripherals & Consumer Electronics. While its products go to over 90 countries, the company is headquartered in New Delhi. For more details please visit: www.moserbaer.in