



## **Moser Baer latest offering in USBs is an amalgamation of Technology and style**

- *Introduces three new high end USBs using 'Chip on Board' technology*
- *For the first time in India USB sticks are being in different shapes , colors and form factors to offer variety to the end consumers*
- *Company set to capture further 3%-5% of the USB storage market in India.*
- *These extremely compact , light weight storage device are being offered with 5 years warranty*

**New Delhi, 06 July, 2011:** Moser Baer, the world's leading tech-manufacturing company, has augmented its offerings in USB Drive segment by introducing three new models Ace, Nimble and Crescent. These USB Drives have been designed to cater to the growing demands of storage memory devices that are compact and technologically advanced. These lightweight USBs have been designed to provide the users with convenience and portability par excellence. With a data transfer speed of upto 15 mbps, these USB Drives will reduce the 'wait time' and will be available in various colours and form factors to complement the personality of the users. Significantly, these USB Drives bring performance enhancements to the existing ubiquitous USB designs, while remaining compatible with the billions of USB enabled devices currently deployed in the market.

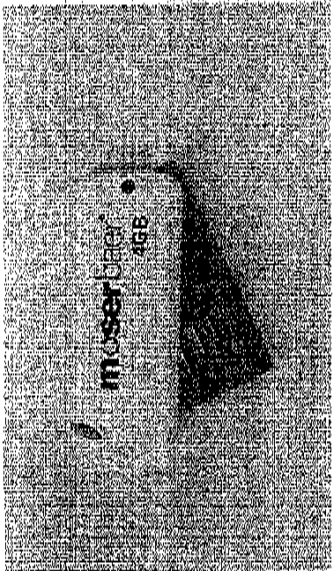
Commenting on the launch **Mr Deepak Shetty, Sr. Vice-President, Domestic Sales & Marketing** said, "The last few years have seen tremendous development in the storage devices segment especially in their form factor. The bulky USBs have given way to a more trendy, sleek, colourful and technologically superior products. The success of our previous range of Chip on Board USB Drives and the thriving storage devices markets make us believe that we have a winner on our hands." He added, "It is for the first time that an Indian player is offering so many variants of the Chip on Board designed USB drives and basis

this launch we are confident that we will be able to garner further 3% to 5% of the USB storage market in India in the launch month itself. ”

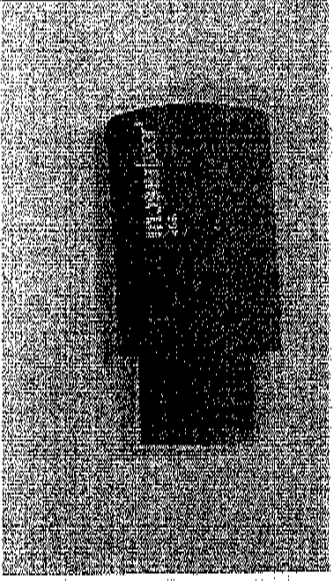
***Features of COB***

- Cap Less Sleek Design
- Extremely Compact, Lightweight storage device
- Slim Form Factor convenient to carry and use
- Hot Swappable USB2.0 plug & play compatible
- High Capacity High Performance Drive
- Embedded LED Indicator (Patented)
- Compatible with Windows7, Macintosh and Linux
- Compact Sleek Packaging
- These new USB Flash Drives have been launched with a capacity of 4GB initially and at an introductory offer price of Rs 345/- per piece. Higher capacity memory sticks will be launched soon.
- The USB Flash drives are available at Moser Baer's pan-India retail outlets. The new USB flash drives are backed by limited lifetime warranty of five years.

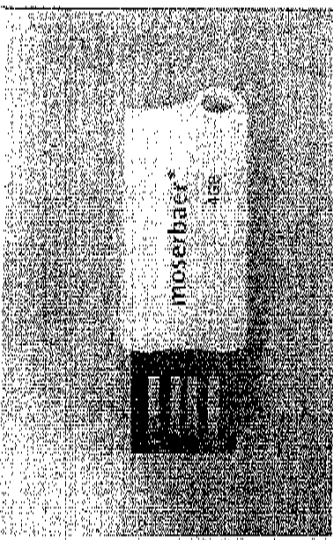
**Nimble**  
Ultra Sleek Swiss Knife Design



**ACE**  
Ultra Sleek Side Slider Design



**Crescent**  
Ultra Sleek Bottom Slider Design



### **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](http://www.moserbaer.in)

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