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HYPERDRIVE
THE DRIVE FOR MORE

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Gentec introduces HyperDrive Album memory card backup system for digital photographers.

Gentec International is pleased to announce the new HyperDrive Album, a portable photo backup device designed with the viewing of high resolution photos in mind, for professional and casual digital photographers alike.

Designed for digital photographers on the move who require huge storage space or redundancy backup for their photos and the ability to view them anytime but do not wish to carry a laptop computer, the HyperDrive Album offers a very fast, reliable, yet compact and affordable solution.

The HyperDrive Album offers a brilliant 4.8" high-resolution widescreen VGA (800 x 480 pixels) LCD screen capable of a wide colour gamut of 16 million colours to display every photo with amazing clarity and colour accuracy. It is currently the only photo storage device in the world that can decode and display true RAW images from virtually any digital camera, even medium format digital backs.

With up to an impressive 640GB of storage capacity, it is capable of UDMA 40MB/s transfer speeds, backing up 2GB in 1 minute with full data verification. Incremental backup allows the download of only new data on the card or USB device, skipping previously saved data. The faster speed coupled with a new higher capacity rechargeable lithium ion battery now allows up to 200GB of backups per battery charge.

Data integrity and security is of utmost importance in the HyperDrive Album. Real-time CRC (Cyclic Redundancy Check) copy verification ensures data integrity of the backup without increasing the download time. S.M.A.R.T. (Self-Monitoring, Analysis and Reporting Technology) monitors the hard drive status and looks for potential problems. Built-in data recovery tools recover formatted, deleted, lost or corrupted files from the memory card. Password protection at startup prevents unauthorized access to the contents.

The HyperDrive Album will be available through Gentec in June 2010 in four capacities: 160GB, 320GB, 500GB, and 640GB. Suggested retail prices are \$499.99, \$649.99, \$699.99, and \$749.99 respectively.

For more information, please contact Andrea De La Cuba, Cohn & Wolfe, at 416-924-5700, ext. 4071, or email andrea.delacuba@cohnwolfe.ca.

About Gentec International

Gentec International is Canada's leading consumer accessory products company supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless and mobile audio products to the Canadian retail marketplace. Gentec offers prominent brand names such as Optex, Sigma, Velbon, Gary Fong, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, Prolink, Smarhome, Klipsch, Mirage, Jamo, Stinger, and Phoenix Gold.

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