

Exclusively designed portable hard drive

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Elegant design and exceptional high-quality materials turn portable hard drives into a lifestyle product

Germany - Karlsruhe, October 22nd, 2009 - With the brinell purestorage product series, brinell, the Karlsruhe-based creative designer, has put portable hard drives on the market, setting new standards in the area of IT peripherals. Not only do these units rank among the most compact USB hard drives in cheque card and pocket format with a capacity of up to 500 GB, they also have an eye-catching housing, made completely of exclusive, high-quality materials such as stainless steel, exotic wood, nappa leather or carbon.

The new hard drives are designed for the sophisticated and style-conscious clientele. The 160 GB or 500 GB internal disk space is surrounded by materials that are usually not found in IT equipment, a fact that gives the models their particular charm and turns them into real lifestyle products.

The brinell purestorage hard drives are generally available in three different designs, each corresponding to the particular style of the sophisticated user. The classic "understatement series" with its black chrome-plated stainless steel frame and a genuine makassar wooden veneer bezel, the sleek "elegant series" with its mirror-polished stainless steel frame and genuine nappa leather and, finally, the technically fascinating "engineered series", in which the bezel in the mirror-polished stainless steel frame is made of brushed stainless steel or constitutes a carbon designer surface with its characteristic structure.

All housing consists simply of two precisely aligned components, the frame and the bezel. Care was taken to ensure that the highest quality materials were used throughout and that these were processed in the best possible way, so that the originality of the material lends its exclusive authenticity to the model in question, both optically and haptically. The hard drives are all fitted with a USB 2.0 port.

iF award for exclusive design

The idea for the design and manufacturing of the housing has already convinced qualified experts. In a tendering procedure for the renowned if design awards the brinell purestorage series was awarded for the IF product design award 2009. Furthermore, brinell purestorage was also nominated for the Designpreis Deutschland 2010.

Availability, price and guarantee

brinell purestorage XS (Form factor 1.8") and S (Form factor 2.5") are immediately available at www.brinelltouch.com. Costing between 189 - 229 euros, these high quality units are easily affordable. brinell grants a one-year guarantee on all purestorage hard drives. Included in the delivery scope are Mini-USB cable, cleaning cloth by TownTalk and a the backup-

and synchronizing tool PureSync by Jumping Bytes.

Über uns

The brinell gmbh is a design studio, which specialises in lending mature electronic products an exclusive and unique form – that individual touch of brinell.

Apart from their commitment to an elegantly sleek design, the brinell gmbh is also dedicated to using the most exclusive materials. The company, which has its headquarters in Karlsruhe/Germany, is staffed by a team of highly motivated experts, who are able to unite their vast international product development, design and production know-how. Moreover, brinell maintains excellent relations with innovative suppliers from all over the European market so that the company can always meet the most diverse demands with the utmost distinction, by calling on the experience of the appropriate specialists.

Pressrelease

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