



# EMTEC

## FLASH PRODUCTS

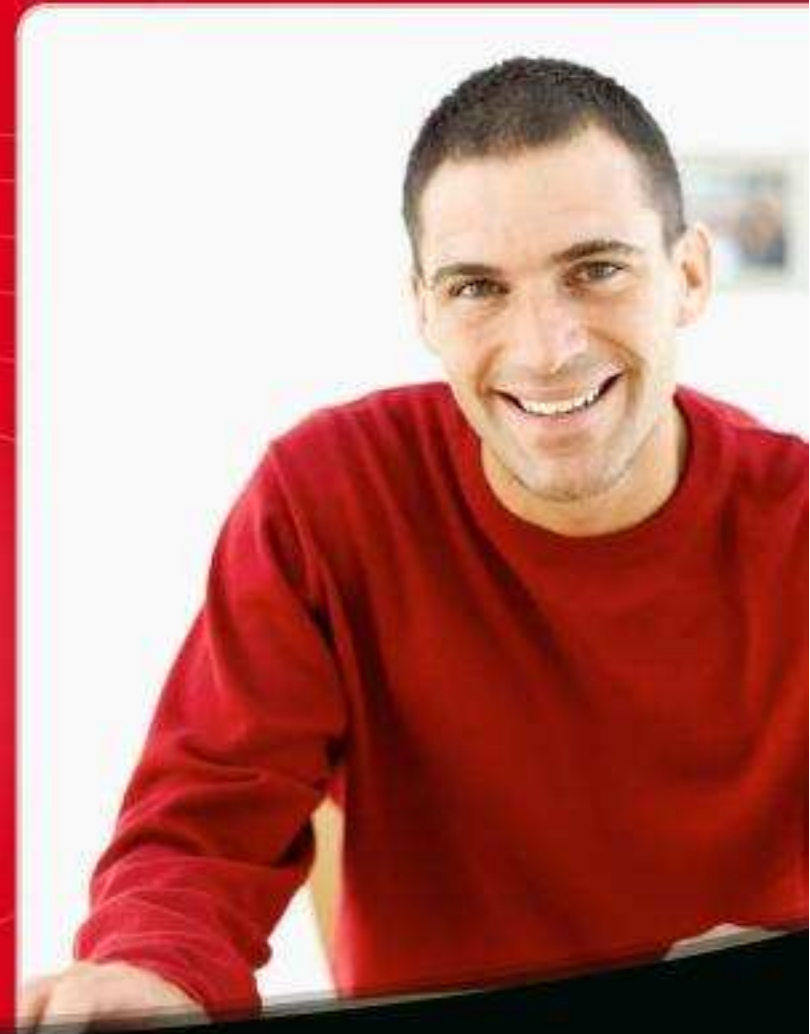
ROADMAP Q4 2009/ Q1-Q2 2010



# EMTEC

## Core range

*A complete range of USB pen drives  
to best meet the needs of our consumers*





**C250 – 2 to 32GB  
64GB TBC**

*Read speed up to 15MB/s  
Write speed from 4 to 8MB/s*



**C300 – 2 to 32GB  
64GB TBC**

*Read speed up to 15MB/s  
Write speed from 4 to 8MB/s*



**C250RB – 2 to 32GB  
64GB TBC**

*Read speed up to 25MB/s  
Write speed from 6 to 10MB/s*

**! C250 RB !**  
**With enhanced Ready Boost features to speed up the PC performances under Windows Vista**



# EMTEC

## 2009 Range

### EM-DESK Series M400 / S400



**M400 – 2 to 32GB  
64GB tbc**

*Read speed up to 15MB/s  
Write speed from 4 to 8MB/s*



**S400 – 4 to 32GB  
64GB tbc**

**! Ultra High Speed !  
Read up to 25MB/s  
Write up to 15M/S**



# EMTEC

## 2009 Range

### EM-DESK Mini Series M200 / S300



**M200 – 2 to 16GB**

*Read speed up to 24MB/s  
Write speed from 7 to 11MB/s*



**Mini Drives Series S300  
2 to 16GB**

*Read speed up to 24MB/s  
Write speed from 7 to 11MB/s*



## EM-DESK « Mini » S300



- ▶ **Ideal to customize your cell phone on a useful way !**
  - Minimalist size ( 31x15,5x5mm)
  - High speed :
    - Read : up to 24MB/s
    - Write : 7 to 11MB/s
  - Rubber coated casing & shiny color surface
  - EM-desk Mobile Office
  - Capacities : 2 – 4 – 8 GB – 16GB
  - Special strap provided to fix the key to a cell phone





# EMTEC

2009 Range

High Capacity  
& High Speed Series  
C200 / C220



**C200 – 8 to 64GB**

Read speed up to 24MB/s  
Write speed up to 15MB/s



**C220 – 16 to 64GB**

Read speed up to 24MB/s  
Write speed up to 15MB/s

# Core Range 2010



Windows 7 compatibility

EM-DESK2 February 2010



S400 : USB 3.0 in Q1 2010!!



M400 : new design for 2010!!



M200 : end of life



C250 / C300 : new designs for 2010!!



C250RB : end of life



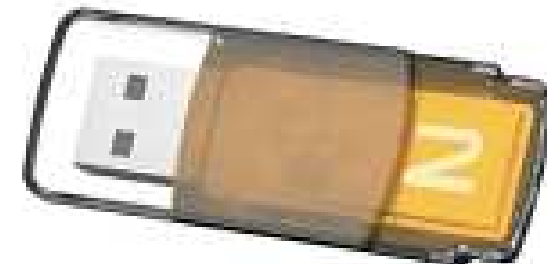


**C250****C400 → February 2010**

**C400 ! New !**

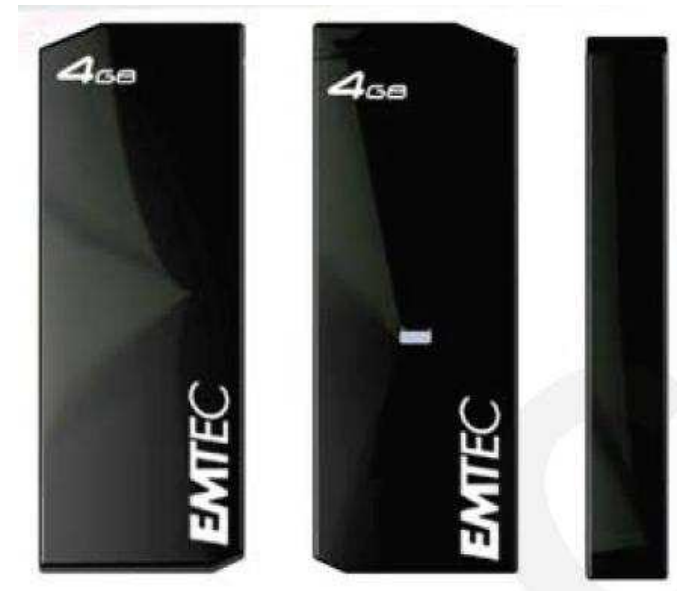
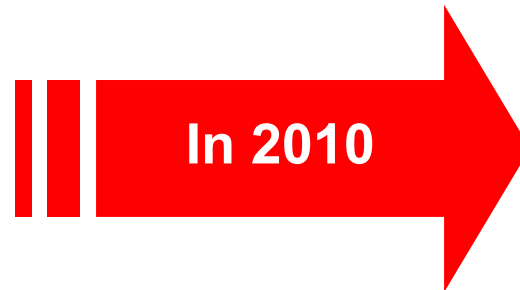
- ▶ Fresh & bright candy colours
- ▶ 1 colour per capacity
- ▶ Tip : Don't loose the cap, simply block it at the end of the casing !



**C300****In 2010****C500 → February 2010**

- ▶ A USB pendrive looking like a « Stabilo » pen !
- ▶ A mix of shiny metal and transparent colour plate for the casing, combined with a transparent cap
- ▶ Tip :  
Don't loose the cap,  
simply block it at the end  
of the casing !



**M400****M500 → February 2010**

**M500 ! New !**

- ▶ New casing, with « geometric » shape



- ▶ With permanently lighting led when the key is plugged

- ▶ Double protection of the USB port through swivel opening & closing system combined with retractable USB port



# EMTEC

## Professional range

*For all those who require the best security for their data*



▶ AES encryption & Lock Security program



Even if NAND is taken out physically,  
data in the secure area cannot be decrypted



▶ Especially dedicated to the security conscious corporate user

- The tamper-proof AES hardware encryption ensures full security and integrity of all stored information.
- In addition the S450 USB pen drive offers ultra high speed data transfer :
  - read speed : up to 25 MB/s
  - write speed : up to 15 MB/s
- Operating systems :  
Windows Vista, XP, 2000 SP3/SP4  
**Windows 7 from Q1 2010**
- Capacities : 4 to 64 GB







# EMTEC

## “Fashion” Mini drives range

*The tiniest casing with huge storage capacity  
combined with exclusive & irresistible design*



## Mini Drives Collector series S310 "Crystal Lady"

► **Especially designed for Executive women & working girls!**

- A touch of transparent pink nail colour on a rubber coated silver casing ... enhanced by 3 crystals!
- The ideal accessory for all ladies who want to customize their cell phone on a useful and elegant way.  
*Easy to fix to the cell phone thanks to its pearly grey special strap provided*
- Minimalist size ( 31x15,5x5mm)
- High speed :
  - Read : up to 24MB/s
  - Write : 7 to 11MB/s
- Capacities : 2 – 4 – 8 GB – 16GB



## Mini Drives Collector series S320 "Poker"



► **Ideal for all poker "freaks"!  
Emtec S320 with poker game inside!**

- Gratis! A full poker game recorded on the S300 USB key
- Key features :
  - Minimalist size ( 31x15,5x5mm)
  - Black rubber coated casing and black shiny surface
  - Easy to fix to a cell phone thanks the special strap provided
- - Ultra High speed :
  - Read : up to 24MB/s
  - Write : 7 to 11MB/s
- Capacities : 2 – 4 – 8 GB





# EMTEC

## Mini Drive - New projects 2010



## Premium - For Him

## Premium USB pendrive Series S350



A shiny metal casing  
customized with a black  
lacquered gear lever.

**Especially designed for men !**

A special strap is forseen  
to fix the USB pendrive  
to a key ring.

*January 2010*

2009. August.

## Premium - For Her

## Premium USB pendrive S360 Series

PCB:Micro PD

### Specification

- Compliant with USB specification version 2.0 and 1.1
- Driver-less in Windows ME / 2000 / XP
- Support Windows 98 / 98SE with device driver
- Driver-less in Mac OS9.X and later (USB 1.1 speed)
- Driver-less in Mac OS10.2.8 and later (USB 2.0 speed)
- Driver-less in Linux Kernel 2.4.0 and later (USB 1.1 speed)
- Driver-less in Linux Kernel 2.4.10 and later (USB 2.0 speed)
- Password security function (optional)
- Hot plug and play



/TOP/    /SIDE/    /BACK/



Not just a USB pen drive...

**A shiny metal casing encrusted with crystals.**

**Especially designed for women, our new model is a real jewel**

**A special strap is foreseen to fix the USB pendrive to a key ring.**

*January 2010*

2009. August.



# EMTEC

## Mini drives 3D range

*Let's put some fun and emotion in the IT field!*

**NEW TREND 2009 !**





# EMTEC

## Mini Drives Collector series M300 "Lollipop"



### ► Unique! The Lollipop USB pen drive!

- Flashy candy colors :  
Lemon yellow – Orange – Strawberry red  
Apple green – Mint blue
- High speed
  - Read : up to 24 MB/s -Write : 7 to 11MB/s
- Delivered in :
  - Either a carton box of 5 blisters (1 color/ 1 capacity/ carton)
  - Or a display of 10 blisters (5 colors mix/ 1 capacity / display)
- The cap holder enables to fix the USB pen drive to its cap so that the lollipop cannot be lost!
- Capacities : 2 – 4 – 8 GB





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## Mini Drives M310/311/312/313

### Collector series "Zoo"

Original & cute 4 animals made out of soft rubber material



> EMTEC Teddy :  
An allusion to childhood & a universal symbol



> EMTEC Panda :  
The WWF emblem & the symbol of protected species

> EMTEC Mouse :  
The famous cartoon character...  
And allusion to the computer mouse



> EMTEC Black Panther :  
A mythical animal which symbolizes power & speed  
... and also the symbol of EMTEC High Speed pen drives





# EMTEC

## Mini Drives M310/311/312/313 Collector series "Zoo"



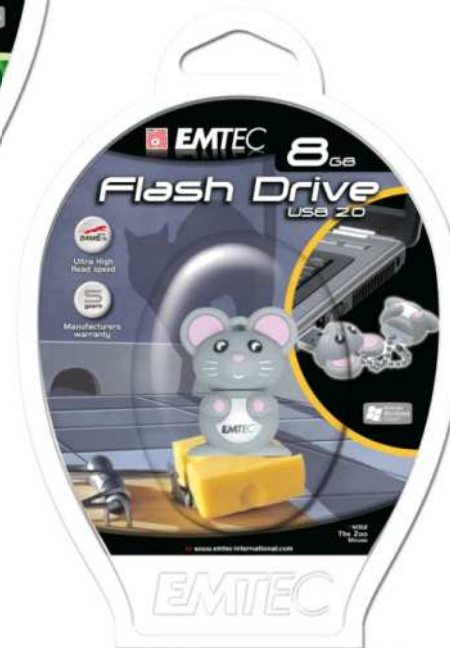
- ▶ **Mini Size** (no animal higher than 45 mm)
- ▶ **High Speed :**
  - Read up to 24MB/s
  - Write from 7 to 11MB/s
- ▶ **The cap holder** enables to fix the USB pen drive to a key ring and avoids to loose the animal body when the key is plugged





# EMTEC

## Mini Drives M310/311/312/313 Collector series "Zoo"



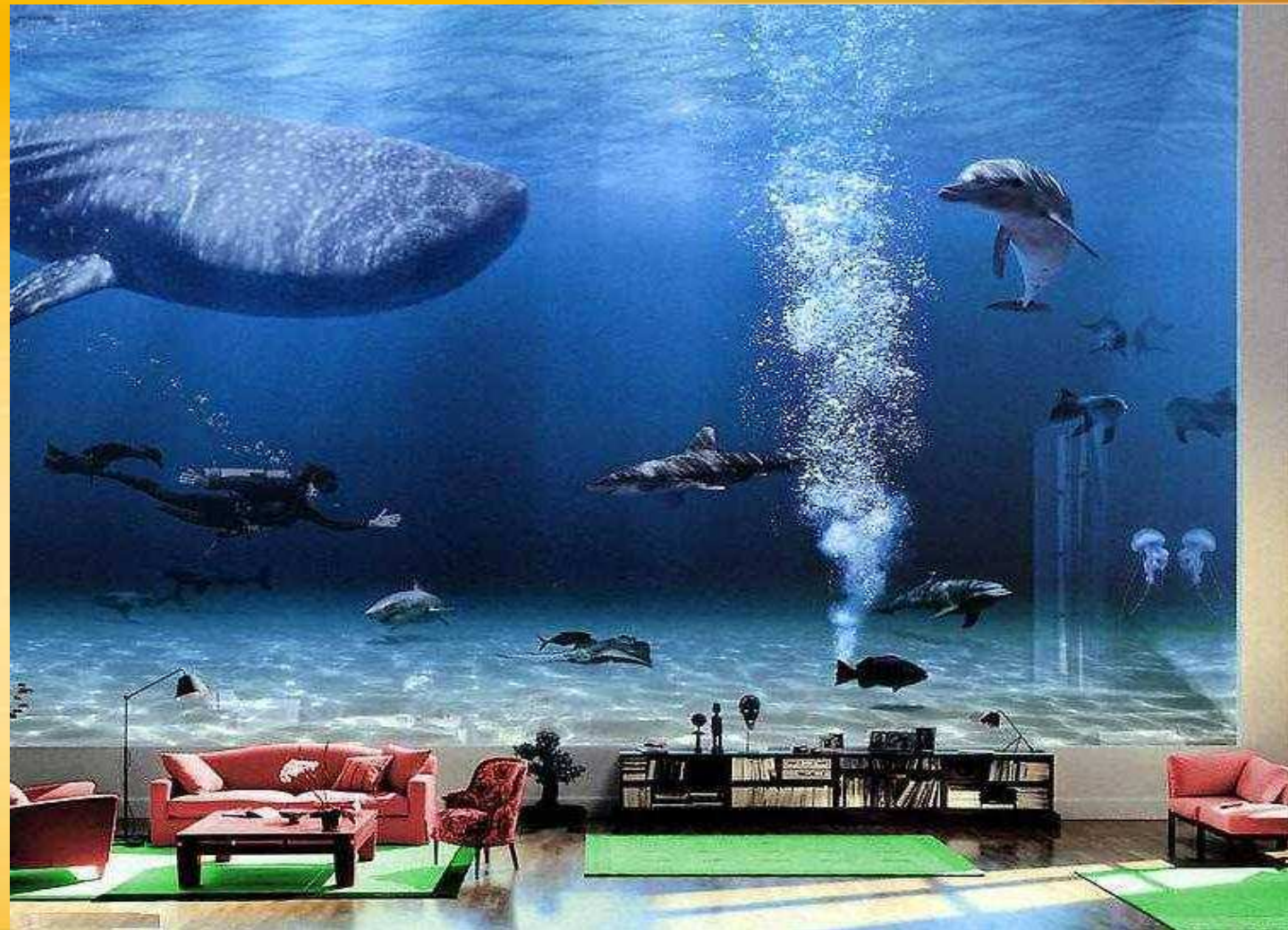
New blister packaging especially developed for the new Mini drive series:  
Each animal is represented in its own environment !



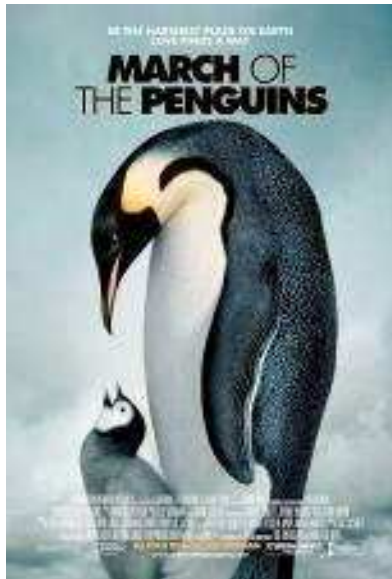
# EMTEC

**“Zoo”  
Series ...**

**Welcome to  
the new Series  
“Aquarium”**



The penguin, symbol of family spirit - never lives without its family – and solidarity.



*December 2010*



## The Penguin – M314





# EMTEC

## The Dolphin – M315

The dolphin, famous for his intelligence and kindness.



*December 2010*



# EMTEC

The "super fast" Sea turtle ...  
With 24 MB/s in read ....



*... Coming soon ...*

The Colourful and funny  
Clown Fish



*February 2010*



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## Collector Series

*USB pendrives looking like a piece of art !*

**NEW TREND 2009 !**







# EMTEC

## Collector Series M410/411 "Pop' art"



Definitely inspired from Pop art .... Or how to turn the original M400 into a qualitative and trendy ... but useful accessory !

- A USB pen drive looking like a piece of art
- A common colorful design in the pure Pop art tradition and 2 different patterns
  - The Salamander « Tattoo pattern »
  - The 4-leaf clover, symbol of luck
- Ideal for all those looking for originality and creativity at an affordable price
- Capacities : 2 to 32 GB

## Collector Series M413 "Tokyo by Night"



Night lights illuminating the famous Manga capital ... Or how to customize in an original way M400 series into a trendy, sophisticated and useful accessory !

- A USB key that transcribes both Tokyo special atmosphere and the magic of the greatest capital cities' night !
- For all those who look for originality with a creative touch at an affordable price
- Capacities : 4 to 16GB





## Collector Series M414 "Shanghai by Night"

Night lights illuminating the famous Chinese city... Or how to customize in an original way M400 series into a trendy, sophisticated and useful accessory !

- A USB key that illustrates the Chinese spirit mixing tradition and bright colors!
- For all those who look for originality with a creative touch at an affordable price
- Capacity : 4GB



## Collector Series M415 "Bombay by Night"

Sun set on the most famous Indian monument of Taj Mahal... great symbol of love. Or how to customize in an original way M400 series into a trendy, sophisticated and useful accessory !

- A USB key that remembers the typically spicy colors of India!
- For all those who look for originality with a creative touch at an affordable price
- Capacity : 8GB





# EMTEC

**Collector Series**

***New Projects 2010***

***« World City Tour »***

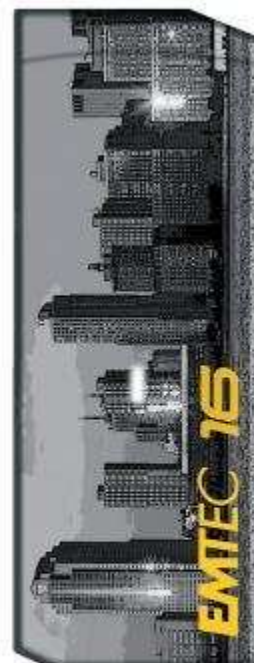
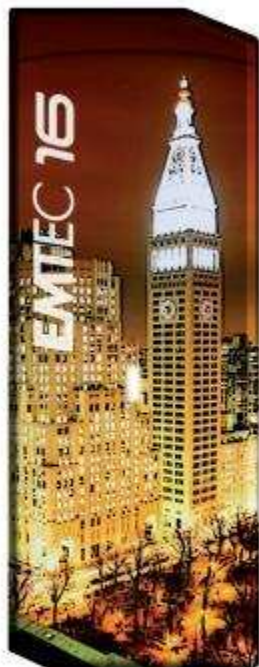
***« à la carte »***

***on new M500***



▶ **New York**

*Collector Series  
America*

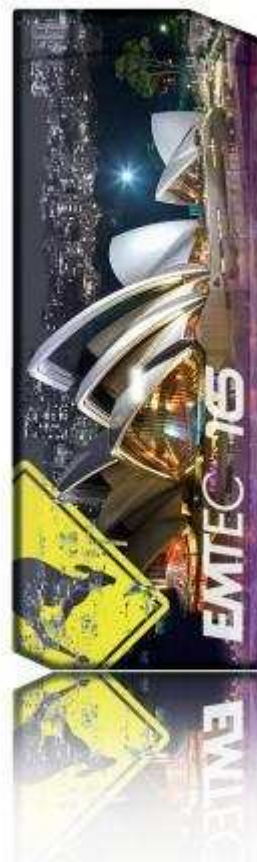


▶ Paris

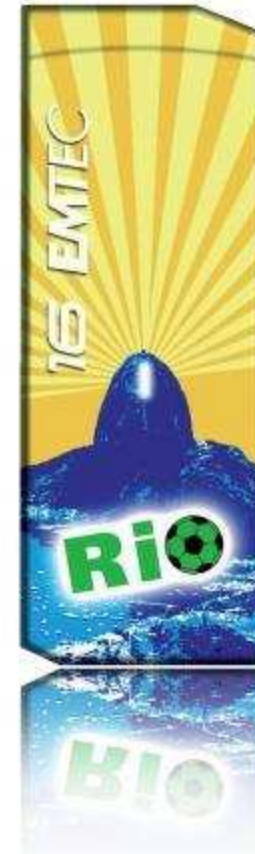
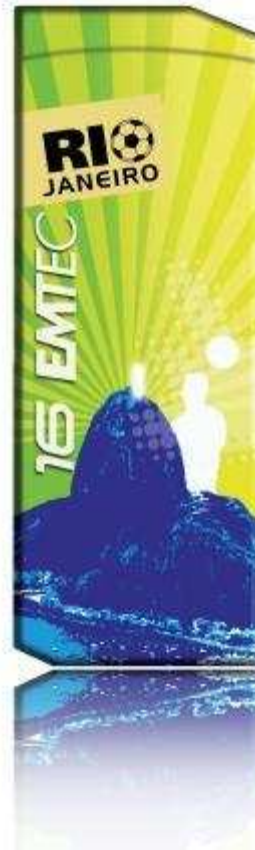


▶ **Sydney**

*Collector Series  
Oceania*





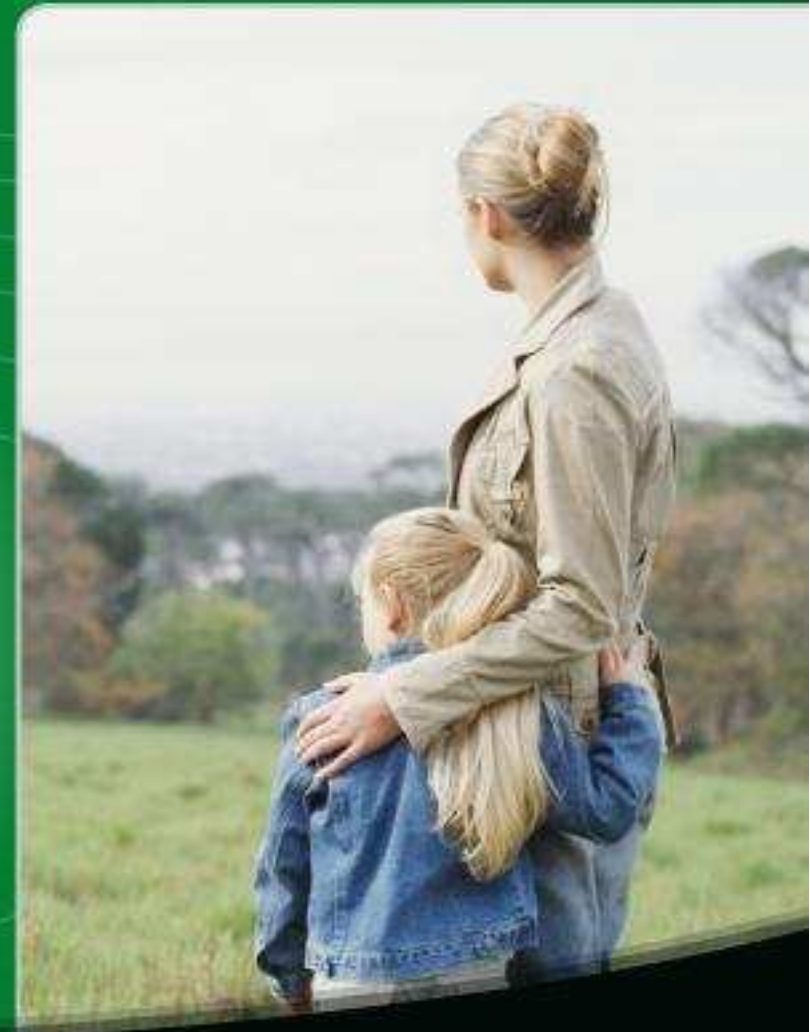
**▶ Rio de Janeiro**

*Leadtime for « City M500 : 2 weeks for mock up and 5 weeks after mock up approval – MOQ : 5000 pcs*



# EMTEC

## Eco Pendrive Project 2010



## Our wish is to combine IT field & ecological behavior

- ▶ By using biodegradable material for our USB casings = PLA



- ▶ By reducing plastic material in our packaging



## 1<sup>st</sup> step - New Eco attitude casing

## PROJECT – Eco attitude

- ▶ The casing of our « ECO-trendy » USB pen drive is made from PLA

### What is PLA ?

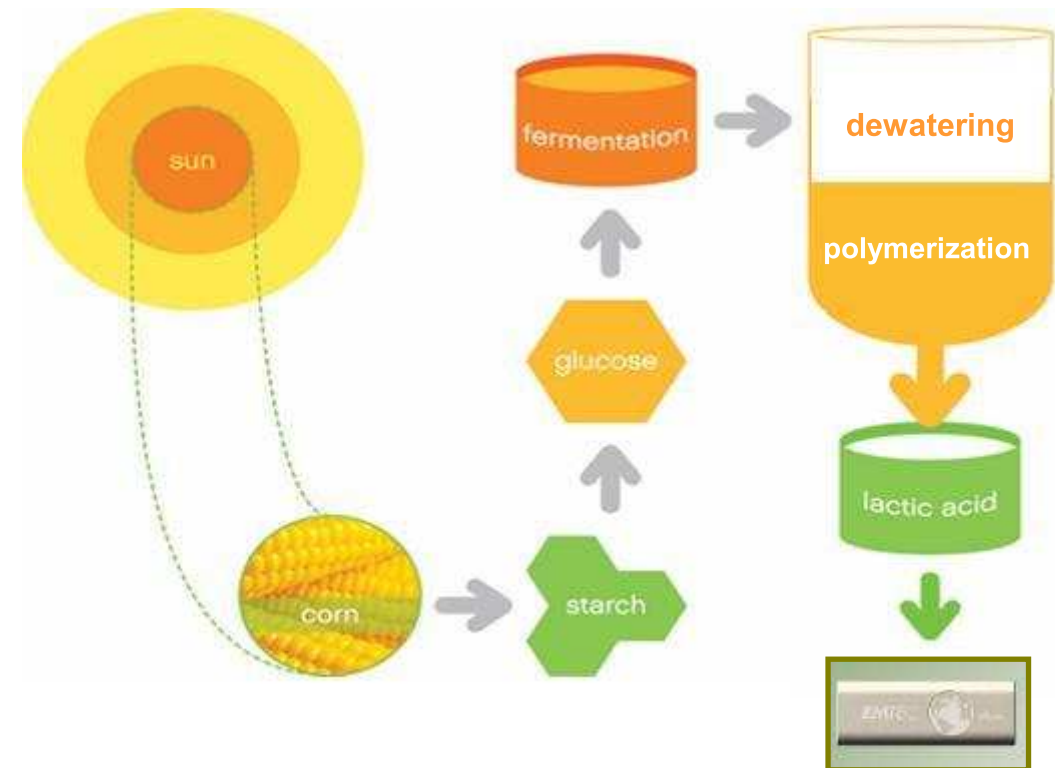
PLA stands for **Poly Lactic Acid** or Polylactide which is a biodegradable, thermoplastic polyester derived from renewable resources, such as corn starch.

### How is PLA made ?

Glucose molecules in plant fibers or starch ferment and become lactic acid which further polymerizes to PLA. Corn and wheat are the main resource of plant fibers. PLA is completely produced by starch isolated from plant, and then go through fermentation, dewatering and polymerization processes.

### How is PLA biodegradable ?

After using, **PLA can be completely disintegrated by microorganisms** in natural environment and is finally disintegrated into CO<sub>2</sub> and water. It will not pollute the environment and is ideal for environmental protection.



**1<sup>st</sup> step - New Eco attitude casing**

- ▶ The casing of our « ECO-trendy » USB pen drive is made from PLA

**What are our “ECO-trendy” casing advantages?**

Under normal conditions of use, PLA casing is like plastic, it can last as long as you wish and it is as strong as plastic. However, contrary to plastic, PLA casing is biodegradable without any negative impact on environment.

**How is our “Eco-trendy” USB casing biodegradable?**

When you take out the electronic components and throw the casing in the soil / landfill the PLA will be degraded by microorganisms into carbon dioxide (CO<sub>2</sub>) and water.

**The PLA degrading process will take around 108 days and the casing will be totally absorbed without making any pollution at all. Whereas plastic casing will take 450 years to be degraded.**



***\* USB port and electronic components should be thrown separately, in a garbage made for that purpose***

## 2<sup>nd</sup> step - New Eco attitude packaging

## PROJECT – Eco attitude

- ▶ Our « ECO-trendy » packaging is environment friendly

Use cardboard  
as main packaging component



Use PET plastic



Reduce plastic material

- ▶ Cardboard is a 100% recyclable material
- ▶ Cardboard is easy to recycle and can be recycled several times
- ▶ Production of cardboard packaging uses less raw materials and energy consumption than plastic
- ▶ PET plastic is easier to recycle than basic plastic, moreover PET plastic is mainly used in food industry with high standard levels



## New "ECO-trendy" USB pen drive

## PROJECT – Eco attitude



**A casing 100% made from PLA :**  
→ As strong as plastic!  
→ Biodegradable!  
→ No paint / no print!

**A unique design**  
→ Sober lines  
→ Smooth colors

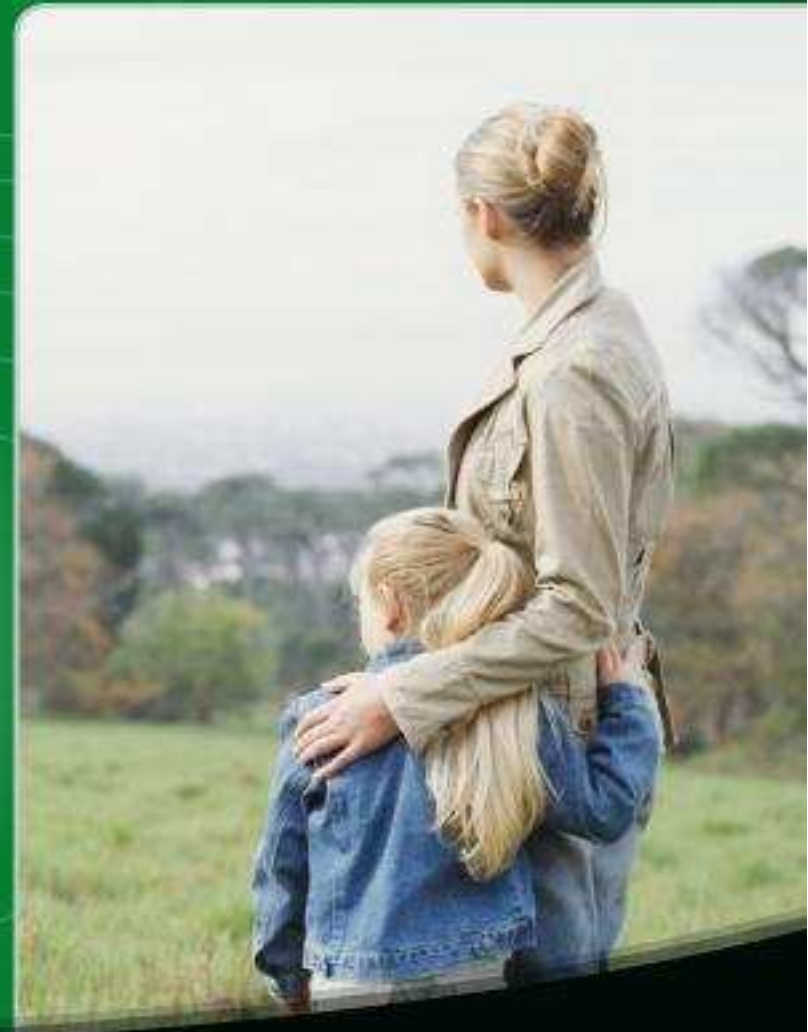
**A touch of originality :**  
→ A sparkling led enlightening  
the earth globe

*February 2010*



# EMTEC

New “Eco-attitude”  
packaging





## New packaging solution

- ▶ **Aim** : adapt our blister packaging to the new expectations of the consumers in terms of environment today (maybe in short future the new environmental regulations)
- ▶ **Solution** : replace our current plastic shell blister by a packaging mainly made out of paperboard, of course without losing packaging impact on shelf :

**Make More impact on the Shelf  
and Less on the Environment**

A laminated, tear-resistant rigid paperboard

Total plastic usage is 50-60% less on average than clamshells!



A polyester plastic thermoform securely holds product

An extrusion coating process seals and sandwiches two sheets of paperboard around thermoform

## Environment friendly packaging & more impact on shelf

- Crystal-clear view of the product through the plastic bubble
- Printing on carton board allows special effects for branding and promotion offers

Embossing of certain packaging key elements, reinforced by a qualitative selective varnish



## Flash Products Packaging evolution



- ▶ C250 & C300 already available, followed in Q1 2010 by M500, S400, S300 & Memory cards

## Transition to Eco packaging

C250 → C400



C300 → C500



SD cards



Compact flash cards



MicroSD cards



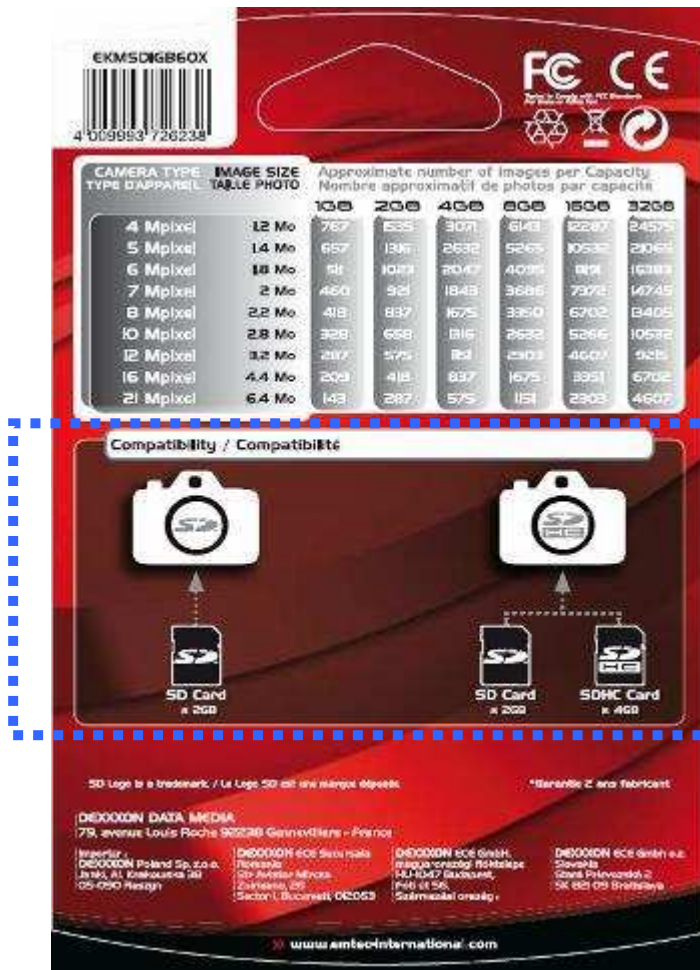
▶ Memory cards :  
Improvements on front side blisters

## Transition to Eco packaging



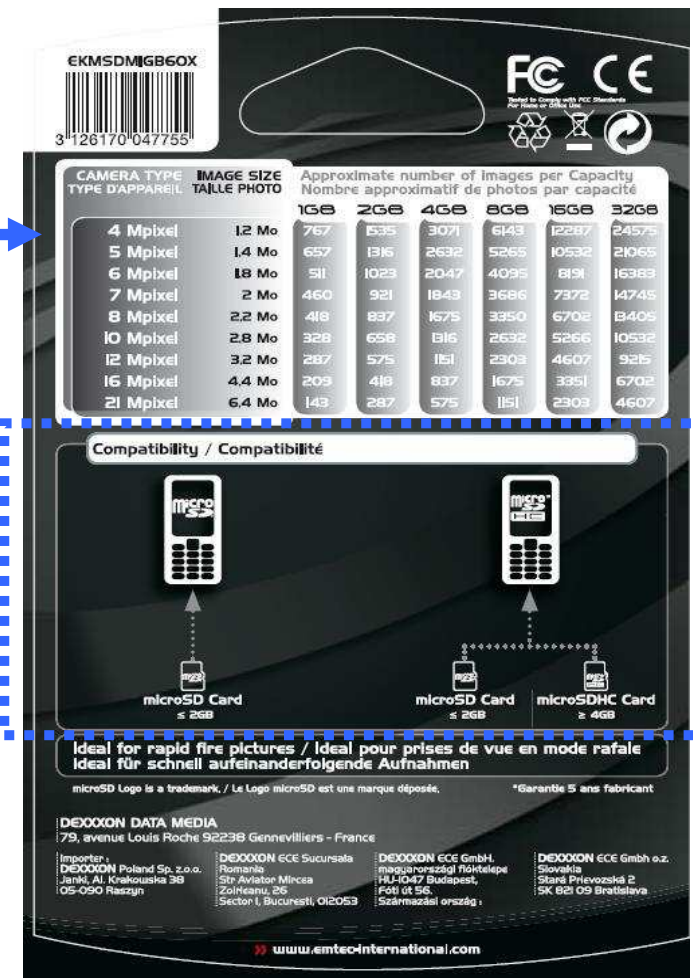
▶ **Memory cards :**  
Improvements on front side blisters

*Transition to Eco packaging*



\* By adding a complete information (on capacities)

\* By simplifying the information





# EMTEC

## MARKETING TOOLS



## Flash Display



## *Flash Products Marketing Tools*

- ▶ **Content : up to 320 blisters USB keys or Memory cards, 80 blisters per shelf, 4 facings x 20 in depth, 4 shelves**

**NB : For volume actions, possibility to adapt to 240 blisters M400/S400 size, 3 facings x 20 in depth 4 shelves**

- ▶ **Can be delivered already filled with products - just remove the protection cover, or empty – assembly sheet provided**
- ▶ **Possibility to mix the products in the display : Memory cards and/or USB keys as well as different capacities**



### Display box 5 blisters



Top cover



Display box  
5 pieces blisters

- ▶ Content : 5 pieces blisters USB keys or memory cards
- ▶ Strong white carton paper top cover to protect the display box during transport, storage and handling
- ▶ Just remove the top cover (instruction printed on it) and display the products on shelves.



### Displays for Minidrive 3D range

- ▶ Strong white carton paper top cover to protect the display box during transport, storage and handling
- ▶ Just remove the top cover (instruction printed on it) and take off the cardboard protection

#### ▶ ZOO series CDU

- Content :12 pieces of blisters USB keys  
(3 pcs per animal USB key)



#### ▶ Lollipop CDU

- Content :10 pieces of blisters USB keys  
(10 pcs mix colors per capacity)





# EMTEC

**THANK YOU!**