

Wednesday, August 7th 2013

## MACALLY PRESS RELEASE

### EXPANSION OF USB 3.0 PRODUCT RANGE

Very soon we will add three new products to our USB 3.0 product range that currently consists of the successful [KIT-S250U3-W](#), USB 3.0 enclosure for 2.5" SATA HDD, the recently released [PHR-S20U3-W](#), aluminium USB 3.0/FireWire 800 enclosure for 2.5" SATA HDD, [G-S350SU3](#), aluminium USB 3.0 enclosure for 3.5" SATA HDD, and [G-S350SU3B2](#), aluminium USB 3.0/FireWire 800 /eSATA enclosure for 3.5" SATA HDD.

The Macally [U3GB](#) adds a Gigabit Ethernet port to your computer and allows you to connect it to a Gigabit Ethernet network with connection speeds at 10/100/1000 Mbps. The U3GB supports USB 3.0 (5Gbps) for the best performance, and is backwards compatible with USB 2.0 (480 Mbps). The Macally U3GB will be available in September at an MSRP of €29,95.



The Macally [U3HubGB](#) adds 3 SuperSpeed USB 3.0 ports and one Gigabit Ethernet port to your computer. This hub allows you to connect 3 extra USB devices to your computer. Especially high-bandwidth devices such as external hard disk drives and flash drives will benefit from the up to 5 Gbps that offers SuperSpeed USB 3.0. SuperSpeed USB 3.0 is 10 times faster than USB 2.0 and backwards compatible with USB 2.0 and USB 1.1. The Macally U3HubGB also allows you to connect your computer to a Gigabit Ethernet network with connection speeds at 10/100/1000Mbps. The U3HubGB is compact in size and has a built-in cable for maximum portability. The Macally U3HubGB will be available in September at an MSRP of €59,95.

The Macally [U3Hub](#) adds 4 SuperSpeed USB 3.0 ports to your computer to connect all your USB devices. The U3Hub is compact in size, has a built-in cable and doesn't require a power adapter for maximum portability. The Macally U3Hub will be available in September at an MSRP of €39,95.



### MBP26L AVAILABLE NOW!

The Macally [MBP26L](#) is a 2600 Li-ion mAh battery to charge your iPhone and iPod and extend talk, video, game play and surf time. It charges your iPhone in 1,5 hours and gives you 11 hours of extra talk time. The compact MBP26L is easy to carry around and easy to use. Charge the MBP26L, keep it always at close distance and when you need it, connect it to your iPhone or iPod, turn it on and bring your iPhone or iPod back to life! The smart MBP26L has an automatic power off

function to prolong usage time. So, when you forget to turn off the battery, you don't need to worry that it will run out of power. The MBP26L is also designed with a micro controller to monitor the battery condition and over current protection to prevent damage to your mobile device. The Macally MBP26L works with any iPhone and iPod with Lightning Connector and is available at an MSRP of €49,95.



### **MACALLY AT IFA, BERLIN, SEPTEMBER 6-11, 2013**

We will attend IFA, one of world's leading trade shows for consumer electronics and home appliances. Therefore, we cordially invite you to join us at our booth 234a, in the iZone in Hall 15. We will showcase our latest products and new technologies, such as Wi-Fi storage and Lightning products, and offer sneak previews. For further information or to schedule an appointment, please contact us at [sales@macally-europe.com](mailto:sales@macally-europe.com).

### **ANOTHER UPDATE ON LIGHTNING PRODUCTS!**

We have recently released the first Lightning products, such as the [miSynCableL6](#) (180 cm Lightning sync and charge cable), [mCar10L](#) (Car charger with built-in Lightning cable) and [mBP26L](#) (2600 Li-Ion battery for iPhone 5). We expected to release more products in July and early August, but some products encounter some delays. We now expect to release most Lightning products in the second half of August, with the exception of the mHome10L which we expect to release in September. Our sincere apologies go out to our customers who have been waiting for such a long time for these cool products.

### **MACALLY IN THE PRESS**

[Engadget](#), a multilingual technology blog network with a daily coverage of gadgets and consumer electronics, took a second look at the [EcoFanPro](#), bamboo cooling stand for notebook computer, in the context of daily use and notes that the EcoFanPro stands out for its “no-nonsense design and quality of construction.”

[iLounge](#), the independent website that covers anything iPod, iPhone and iPad, has been busy in the past week reviewing Macally Lightning products. iLounge presents the Macally [mCDockL](#) as “one of the most stylized, and also universally compatible with Lightning-equipped iPads, iPhones, and iPods.” and awards it with a B- Recommended rating. We expect to release the mCDock in Europe in the second half of August.

[iLounge](#) also dedicates an article to the [miSyncableL6](#), 3 meter long Lightning sync and charge cable, and concludes that “Overall, if you need a long cable, this is a perfectly good option. “ iLounge awards miSyncable with a B recommended rating.

And finally, in a review of the [iKeyLT](#), full size Lightning keyboard, [iLounge](#) says that “Taken as a whole, iKEYLT is a good keyboard accessory, and certainly worth considering if you're looking for something with a different set of assets than now-typical keyboard cases or Apple's standalone Wireless Keyboard”. iLounge concludes with “iKEYLT merits our general recommendation and flat B rating.”

## **ABOUT MACALLY**

Macally is a worldwide designer and manufacturer of computer peripherals and consumer electronic accessories. We started in 1994 as a manufacturer of Mac specific computer peripherals (hence our name, an ally for your Mac), and have pioneered an innovative, high-quality, cross-platform and competitively priced range of computer peripherals and consumer electronic accessories. Our mission is to create easy-to-use products that add enjoyment -not complexity- to life. Our innovative and attractive product lines provide solutions for customers' mobile lifestyle as well as the home and office. Our solutions include feature-rich computer peripherals, such as mice, keyboards, webcams, HDD enclosures, notebook cases, and mobile device accessories, such as adapters, cables, batteries, headphones, protective cases, and speakers. For information, please go to: [www.macally-europe.com](http://www.macally-europe.com).

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High resolutions images of Macally products are available for download at:

<http://www.macally-europe.com/press-downloads>

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