

Friday, August 23rd 2013

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

Macally will attend IFA in Berlin, one of the world's leading trade shows for consumer electronics and home appliances, to introduce their latest products and innovations. Macally cordially invites you to have a look at booth 234a, in the iZone area in Hall 15.

Macally presents itself as the perfect choice for today's market by releasing many attractive, smart and well-priced accessories for desktop/notebook computers and mobile devices. "In an increasingly competitive and changing market, we have decided to focus on innovative and technological products, without sacrificing on ease of use," says Mike Chen, CEO of Macally. "We are proud to announce at IFA our new range of Wi-Fi storage, Lightning and USB 3.0 products which will help our customers boost sales in Q4 and make this year a big success."

### WIFI STORAGE PRODUCTS

Small in size, great in performance! The WiFiSD is a three in one Wi-Fi storage device, battery pack for your mobile device and a SD card reader for your computer. With the Macally [WiFiSD](#) you don't have to worry about running out of space on your mobile device, such as your iPad/Android tablet or iPhone/Android smartphone. The WiFiSD allows you to convert your SD



memory card or USB external storage device into wireless storage so you can stream and wirelessly access your videos, music, photos and other data files on your mobile device (up to 5). It's very easy to use. Install the free iOS or Android file manager app on your mobile device, turn on the WiFiSD and insert the SD memory card or connect an external USB

storage device, sync the WiFiSD with your mobile device and you are now ready to share music, photo, video and data files with your family and friends. For maximum portability, the Macally WiFiSD is compact in size and has a built-in rechargeable battery for up to 5 hours of continuous battery life. Furthermore, the battery also allows you to charge your mobile device. For instance, the WiFiSD can charge your iPhone completely! Finally, the WiFiSD can be used as an external SD card reader to your computer.

Store and back-up all your data securely! The [WiFiHDD](#) is a WiFi/USB 3.0 external enclosure for 2.5" SATA HDD that works according to the same principle as the WiFiSD. The difference is that you can build in a 2.5" HDD of your choice (up to 3TB) and make it wireless! Besides, you can use the WiFiHDD as a back-up drive using Apple Time Machine.

## LIGHTNING PRODUCTS

Get ready for...white Lightning! We will demo a wide range of MFi approved Lightning products. From batteries and cables, to chargers and docks. 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/iPod touch 5. But, we saved the best for last! First of all, we start with something small, yet smart, the [mDualSyncl](#), a retractable Lightning and Micro USB cable that allows you to sync and charge most mobile devices! This



retractable cable extends up to 50 cm and when you are done, you can easily retract it so you don't have any tangled cables. Then, we move on to the [mBP30L](#) and [mBP52L](#) battery packs, a must-have when you often make long distance travels by train, plain or automobile, or often go camping, hiking, and fishing in remote areas, and do not want your mobile device to run out of power. The mBP30L (3000mAH) and mBP52L (5200 mAh) are stylish, compact and smart. Because the Lightning and

Micro USB cables are built-in, it allows you to charge most mobile devices and avoid any tangled cables. With the Macally mBP30L and mBP52L you stay powered anywhere, anytime! Last but not least, the [mCDockL](#), with its stunning high gloss design, is a sync and charge dock specially designed for your iPad. The Lightning Connector can swivel back and forth to accommodate any iPad, and even iPhone and iPod, with or without protective case. And finally, we will show the [mHome10L](#), a wall charger with built-in Lightning cable that allows you to charge your iPad, iPhone and iPod at home, at the office and even worldwide while you travel, as it includes interchangeable plugs for use in different countries.



## USB 3.0 PRODUCTS

Last year Apple equipped all its MacBook computers with USB 3.0 ports, which led to a large demand of USB 3.0 devices. We already have a nice range of USB 3.0 storage enclosures, like the very successful [KIT-S250U3-W](#), USB 3.0 enclosure for 2.5" SATA HDD, the recently released [G-S350SU3B2](#), aluminium USB 3.0/FireWire 800 enclosure for 3.5" SATA HDD, and the previously mentioned [WiFiHDD](#), wireless/USB 3.0 enclosure for 2.5" SATA HDD.



This month we will add three more products. First of all the Macally [U3GB](#), which is an adapter that 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). Then, 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. Finally, with the Macally [U3Hub](#) you can add 4 SuperSpeed USB 3.0 ports to your computer to connect all your USB devices. The U3Hub is compact in size and has a built-in cable for maximum portability.



## SNEAK PREVIEW

And if it weren't enough, to all our loyal customers and journalists, we will offer a sneak preview on upcoming products!

## 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).

Media Contacts:

Ms. Martina Powell / Email: [mpowell@macally-europe.com](mailto:mpowell@macally-europe.com) / Tel.: +31 24 373 14 10

Mr. Gregorio Fernandez / Email: [gfernandez@macally-europe.com](mailto:gfernandez@macally-europe.com) / Tel.: +31 24 373 14 10

High resolutions images of Macally products are available for download at: <http://www.macally-europe.com/press-downloads>

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