

Tuesday, April 25th, 2013

## MACALLY PRESS RELEASE

### WI-FI STORAGE PRODUCTS

Macally, ever-dedicated to create unique and innovative products for the demanding user of IT and mobile devices, is proud to introduce its line of Wi-Fi storage devices.

The Macally Wi-Fi storage devices WiFiHDD and WiFiSD convert your hard disk drive, SD card, and external storage device into a secure wireless Wi-Fi storage device that allows you to wirelessly stream and access your data over Wi-Fi from an iOS and Android based mobile device, and of course also any Apple or Windows computer.



The WiFiHDD is a SuperSpeed USB 3.0 enclosure for 2.5" SATA hard disk drives with a storage capacity of up to 3TB. The SuperSpeed USB 3.0 connection allows an ultra fast and easy data transfer (up to 5Gbit/s), reduces power consumption and is backward compatible with USB 2.0. The WiFiHDD allows you to store your favorite music, videos and photos, and backup important data files with Time Machine on Apple computers. You don't have to worry that you run out of space

on your mobile device as you can simply store your favourite music, videos, photos and data files on the WiFiHDD. The Macally WiFiHDD is compact in size and has a built-in rechargeable battery with up to 4 hours of continuous playback time (of course this depends on the amount of users, type of media being streamed, settings and other factors).

Small in size, great in performance, the WiFiSD is a three in one Wi-Fi storage, battery pack for your mobile device, and a SD card reader for your computer. The WiFiSD converts any SD card, Flash Drive or external 2.5" hard disk drive into a secure wireless Wi-Fi storage device that



allows you to stream and access your data over Wi-Fi from an iOS and Android based mobile device, and of course also any Apple or Windows computer. Besides, the WiFiSD has a built-in rechargeable battery that not only offers up to 9 hours of continuous playback time while you are streaming data, but also allows you to charge your mobile device when its battery is empty. The WiFiSD remains fully accessible while charging. And finally, the WiFiSD works as an SD card reader for your Mac or Windows computer that does not have an SD card slot. The WiFi-SD supports SDXC, SDHC and MicroSD/MiniSD (SD adapter required) memory.

The WiFiHDD and WiFiSD come with the WiFiStor app that is available as a free download from Apple iTunes Store and Google Play Store. This app not only allows you to stream and share music, videos, photo and data files, but also to transfer data from your mobile device to the WiFiHDD, and back.

The Macally WiFiHDD is available at an MSRP of €79,95. The Macally WiFiSD is available at an MSRP of €69,95.



#### **AIRCASE BAGS AVAILABLE NOW!**

Solid on the outside, soft on the inside, the Macally AirCase is a carrying case that protects your notebook, especially MacBook Pro, from bumps and scratches. The AirCase consists of fully padded durable neoprene with optimized impact absorption and a soft inner lining to protect your notebook from scratches. The AirCase has soft handles for a comfortable grip and is slim and lightweight for maximum portability.

The Macally AirCase is available as AirCase-13B for 13-inch notebook and AirCase for 15-inch notebook at an MSRP of €39,95.

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

We have recently released the first Lightning product, MISYNCABLE6L, a 180 cm long sync and charge cable for iPad with Retina display, iPad mini, iPhone 5 and iPod touch 5. Very soon, by mid of April, we also expect to release the MCAR10L, 10W car charger with built-in Lightning cable, also for the above mentioned products. Gradually, in the course of April and May, we will release the rest of the Lightning products, such as MHOME10L, MBP26L, MBP30L, MBP52L and MCDOCK.



### MACALLY TOP 20 (MARCH 2013)

1. MGRIP (Android/iOS device)
2. RIMB-P5 (iPhone 5)
3. MGRIP2 (Android/iOS device)
4. BOOKSTAND-3B (iPad)
5. MD-HDMI (Mac/PC)
6. MCUP (Android/iOS device)
7. PENPAL (Android/iOS device)
8. SCASEB-M1 (iPad mini)
9. ECOFANPRO (Mac/PC)
10. CURVEB-P5 (iPhone 5)
11. BSTANDB-M1 (iPad mini)
12. SCASEB-P5 (iPhone 5)
13. SSTANDB-M1 (iPad mini)
14. FLEXFITB-P5 (iPhone 5)
15. KIT-S250U3-W (Mac/PC)
16. MD-VGA (Mac/PC)
17. BOOKSHELL-2B (Mac/PC)
18. CMATEB-M1 (iPad mini)
19. IP-809-M1 (iPad mini)
20. SSTANDB-P5 (iPhone 5)

### MACALLY IN THE PRESS

In the January 2013 issue of [Air France Magazine \(pages 60-61\)](#), a magazine with a large reader base, the [Macally EcoPadPro](#) is described as "a great lap desk with a cooling fan for any laptop computer".

Molto buono! This is the conclusion of an [article](#) dedicated by Italian website [iAppleMania](#) to the [Macally EcoPadPro](#). Please pay attention to the beautiful photos and the detailed summary.

And finally, in April, US website [MyMac](#) published an article entitled "[Macally Products for Mac Users](#)" with favorable reviews of the [Macally AirFolio](#), [CarUSB20](#), [BubJack](#) and [Audio3](#), the latter obtaining a 10 out of 10 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 more 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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