



Iomega® Personal Cloud

for StorCenter™ Desktop Network Storage

Reducing the cost, complexity and effort required to protect and share SMB data



Iomega Personal Cloud is the ultimate data protection and remote access solution for small- and medium-sized businesses.

Introducing the revolutionary technology that allows you to protect and share your data from any location. Iomega Personal Cloud is a patent-pending, web-based computing architecture that connects your Iomega StorCenter network storage devices to other individuals and/or devices via the Internet. Unlike public and private cloud applications, Iomega's Personal Cloud technology is completely self-owned—so the content and accessibility is always under your control. Best of all, there are never any usage fees or subscription charges, therefore delivering the best value for cloud access and protection.

Simplifying collaboration and protecting valuable business data—at a fraction of the effort and cost of prevailing solutions.

- Automatically copy files on your storage at work to your storage at home or branch offices.
- Connect your PC or Mac to your storage, wherever you are.
- Invite co-workers to join and share, upload and download files in your Personal Cloud.
- Access files from your iPhone, iPad or Android smart phone*.
- Maintain complete control over security, members and data in your Personal Cloud.
- Avoid monthly service and storage fees charged by other cloud storage sites.

Remote Replication for Business Continuity

With two or more StorCenter devices connected together in your Personal Cloud, you can automatically replicate data from your primary business to another location. Keeping this off-site copy ensures data availability in the event of an unforeseen disaster. Remote backups can run in the background after business hours to eliminate network bottlenecks.

Using Copy Jobs, remote replication is flexible and powerful. You can choose which folders to copy from your primary StorCenter to a StorCenter device at other business locations or home. Copy your entire data set, or just the files that you want to protect. Run copy jobs that send your data to multiple StorCenter devices, or create a unique copy set for each different device, the choice is yours. Copy Jobs can be set to run continually on a set schedule, or when initiated by pressing the QuikTransfer button. Automatic or on demand, use whichever backup method fits your business needs.

Anywhere, Anytime Access

Personal Cloud offers users access to files from any remote location with their internet connected PC, Mac or smartphone*, allowing members of the cloud to easily view, edit, and share files from outside the office. Users around the globe can copy files directly between computers as though they were on a local network. This is particularly useful for helping geographically dispersed workers share files and is ideal for the traveling professional who needs to stay connected to their office-based files. Your PC or Mac

computer can be connected to your Personal Cloud, allowing you to drag-and-drop files between your desktop and your storage. Imagine being that connected to your files whenever you have an internet connection! Personal Cloud also signals the end of burning discs, copying files to thumb drives, or emailing large files around the office.



Data Protection and Recovery

Personal Cloud is an extension of the company or office network. At many smaller companies, locally stored files are at risk from theft, fire, software problems, and hardware failure. Your StorCenter device with Personal Cloud offers built-in redundancy at every level: hard drive, storage device, and off-site replication. By using your Personal Cloud to back up your company storage at off-site locations, you are building in a company disaster recovery plan for your important data. If a disaster occurs, moving your data back to the main office is as simple as copying the files from your off-site StorCenter through your Personal Cloud.

Security

By setting built-in user and share level security permissions on your StorCenter, members of your Personal Cloud will only have access to the files and folders that you have granted them. Additionally, the connection path between devices in your Personal Cloud can be set with AES 128-bit encryption. This encryption protects files from unintended recipients and hackers while in transit on the internet.

Complete Control, Always

You own the physical infrastructure of your Personal Cloud, so unlike other cloud apps, the content and its access is always

under your control. You have the ability to suspend or eliminate individual user access to the Personal Cloud at any given time.

File Transfer/FTP/Replacement

Large video, audio, and graphic art files can quickly choke your company's email system. And emailing sensitive files can raise security concerns. Personal Cloud offers drag-and-drop functionality that makes it easy to securely transfer large or confidential files.

Cloud-Powered Archiving

Archiving older files to a remote StorCenter device frees up space on your primary StorCenter for day-to-day business needs. Less capacity required for primary storage saves you money.

Low Maintenance

Once the system is set up there is almost no maintenance. You still have to manage user accounts, but jobs like array maintenance and monitoring the health of your data storage simply go away.

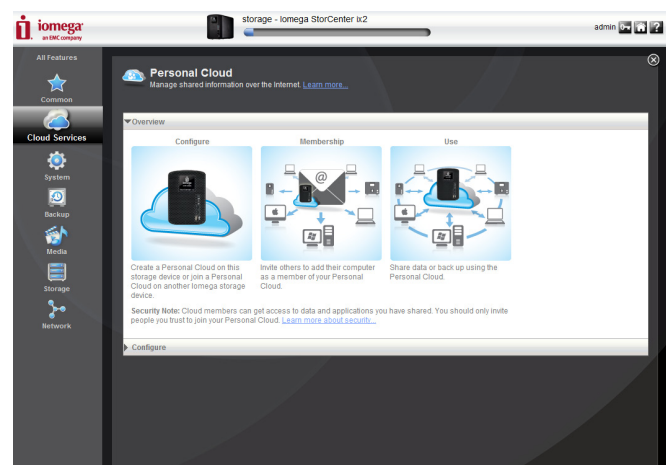
The Ultimate in Affordability

For zero additional investment outside purchasing a StorCenter network storage device, the Personal Cloud is the most economical way for a small- to medium-sized business to protect and share its data. Many online storage and collaboration sites charge users hundreds of dollars per year. Iomega Personal Cloud has no monthly service charges or fees.

How It Works

Simple Setup

Create your Personal Cloud in just minutes by following the onscreen instructions on your StorCenter. The setup page will ask you to provide a name for your Personal Cloud, and a password to protect your settings. Your StorCenter will then show you that it is connected to your Personal Cloud, and you can start unleashing the power of your cloud network.



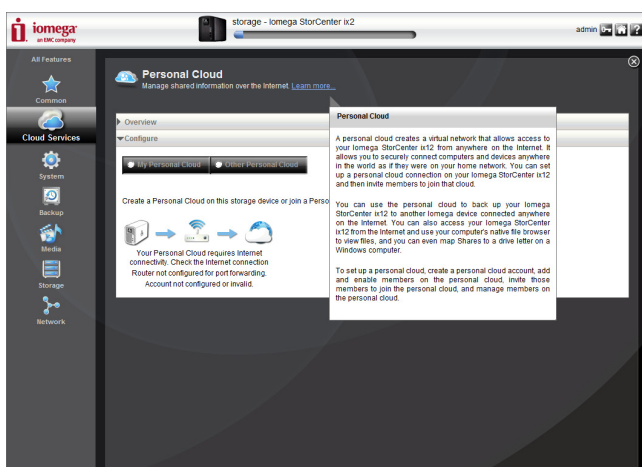
Smartphone Connectivity

Access files on your storage from your iPhone, iPad or Android based smartphone*. Download the Iomega application from the iTunes or Android app store*, and join your Personal Cloud with your name and password or invitation access code. From the app, you will be able to access work documents for viewing and even copy music or picture files for playback. You can also upload or download your contact list and picture files to and from your smartphone.



Invite Users with PCs, Macs, or Other StorCenter Devices

After creating your cloud, inviting other devices to join your cloud is a snap. From your Cloud Setup page on your StorCenter, choose "add a device." This enables you to add other StorCenter network storage devices, PCs or Mac computers to connect into your Personal Cloud. Simply provide a user's email address, and the StorCenter will send an email with an authorization code. If you are connecting another StorCenter device, just copy and paste the authorization code from the cloud setup page. If you are connecting a PC or Mac computer, just click the link in the email, and you'll be prompted to install the Iomega Client Manager software. This provides the connection from your computer to the Personal Cloud, and makes the shared files available through your Windows browser or Mac Finder.



Use Cases

Protected Business Owner

Keep your data protected and safe by installing one StorCenter at the main office, and another at a second location such as home or warehouse location. Both devices will be in your Personal Cloud and a Copy Job will copy your entire storage or just selected files and folders from one StorCenter to another.



Connected Traveler

Being away from the office doesn't mean that you have to be away from your work files. Join your PC or Mac computer to the Personal Cloud, and you will have access to all of the files located on your StorCenter. You can even copy files directly from your computer to your StorCenter at the office so that your coworkers can instantly share the file. Boarding a flight and don't have your computer handy? The smartphone app allows you to quickly view your itinerary or other work documents that are located on your StorCenter.



Download Center

Sending large files through email isn't always reliable and can slow down computer and network systems. File Transfer Protocol (FTP) systems can be difficult to setup and manage. The Personal Cloud provides an ideal alternative that allows you to share the files that you choose with trusted partners. Simply setup a secure user folder, and invite that user to join your Personal Cloud.

Remote Workforce

Empower your workforce to connect to your company data without setting up a complicated and expensive Virtual Private Network (VPN). The Personal Cloud allows traveling and telecommuting employees to stay connected and collaborate with work files. With security permissions and folder share rights, you maintain control of who is connected and what files your employees are accessing.



Service And Support

The Iomega Personal Cloud feature is covered under the standard product warranty. For technical assistance with your Iomega Personal Cloud, please visit www.iomega-personal-cloud.com/support.

Personal Cloud Specifications

DEVICES SUPPORTED	INTERNET CONNECTION	NUMBER OF DEVICES SUPPORTED
Iomega StorCenter desktop network storage Iomega Home Media Windows PC running XP, Vista, or Windows (32- or 64-bit) Mac computer running OS X 10.6 or later iPhone®* iPad®* Android®*	Download speed: Sustained 6 Mbit/s or faster Internet connection is recommended for large files, such as copying video or for device-to-device Copy Jobs; Sustained 2.5 Mbit/s or faster Internet connection is recommended for documents, music and picture files	Up to 250 devices simultaneously, depending on speed of internet connection

*Smartphone apps planned availability in calendar Q3, 2011. Feature and schedule subject to change without notice.



A Name You Can Trust

Iomega is part of EMC Corporation, infrastructure technology provider—leading customers on the journey to cloud computing.