

FOR IMMEDIATE RELEASE
Press Release to all media outlets

February 28, 2014
Freecom Technologies K.K.

Mobile Drive Mg Series: Stylish, sleek and compact portable hard disk drives from Freecom Technologies now available at select Apple Stores nationwide

Sales of “Red Dot” design award winner Mobile Drive Mg Series hard disk drives from Freecom Technologies K.K. of the Mitsubishi Kagaku Medical group began last February 26th, 2014 at select Apple Stores nationwide. Freecom has its Japan headquarters at Chiyoda-ku, Tokyo, with Tomoyasu Chigahara as the company’s Representative Director and President.

Three products from the Mobile Drive Series Mg line are now being sold at several Apple Stores:

- Freecom Mobile Drive Mg with 1 TB memory and USB 3.0 / Thunderbolt interfaces (50 cm Thunderbolt cable included)
- Ultra-slim Freecom Mobile Drive Mg with 500 GB memory and USB 3.0 interface
- Freecom Mobile Drive Mg with 1 TB memory and USB 3.0 interface

MAIN FEATURES OF THE MOBILE DRIVE MG SERIES

- High design sensibility and 2012 winner of the world-renowned design award “Red Dot” <http://red-dot.de/pd/online-exhibition/work/?lang=en&code=2012-19-4557&y=2012&c=163&a=0>
- Environmentally-friendly magnesium enclosure
- Pre-formatted for Mac and preset for Mac’s Hierarchical File System (HFS) / Compatible with Time Machine®
- World’s smallest drive with Thunderbolt™ technology capability (U3 and Thunderbolt version)

Retailers

Sapporo, Hokkaido / Shinsaibashi, Osaka / Sendai Ichibancho, Miyagi / Nagoyasakae, Aichi / Shibuya, Tokyo / Ginza, Tokyo / Fukuokatenjin, Fukuoka
Apple Stores

Product Information

Model Number / Product Name / EAN / Memory Capacity
36886/ Freecom Mobile Drive Mg 1TB U3 & Thunderbolt w TB cable JP / 4021801368867 / 1TB
36884/ Freecom Mobile Drive Mg 500GB slim USB 3.0 AP JP / 4021801368843 / 500GB
36885/ Freecom Mobile Drive Mg 1TB USB 3.0 AP JP / 4021801368850 / 1TB

Detailed product information URL

<http://www.freecom.co.jp/products/MD-mg.html>

Package contents

Freecom Mobile Drive Mg 1TB U3 & Thunderbolt:

- 1 TB Mobile Drive Mg U3&Thunderbolt hard disk drive
- 50 cm Thunderbolt cable
- 55 cm USB 3.0 connecting cable
- Quick install guide

Freecom Mobile Drive Mg 500GB slim USB 3.0:

- 500GB Mobile Drive Mg hard disk drive
- 31 cm USB 3.0 connecting cable
- Quick install guide

Freecom Mobile Drive Mg 1TB USB 3.0:

- 1 TB Mobile Drive Mg hard disk drive
- 31 cm USB 3.0 connecting cable
- Quick install guide

Bundled software

- "Green Button" that automatically switches the hard disk to standby mode when not in use to save electricity
- Formatting software "FHD Formatter"

2012 Red Dot design award winner

Awarded by the Design Zentrum (Design Center) in Nordrhein Westfalen, Germany, the Red Dot is an internationally-acclaimed design award presented yearly to worthy product designs and communications designs from around the world. The Mobile Drive Mg won the Red Dot design award in 2012.



reddot design award
winner 2012

ABOUT FREECOM

Established in 1989, Freecom designs, manufactures and markets innovative desktop and portable hard disk drive storage solutions, network-attached storage devices, flash devices, DVD burners, and professional use RDX / tape drives. Freecom offers products to both PC and Mac users. Founded in Germany, Freecom is headquartered in Holland. For more information, please visit our English-language website at <http://www.freecom.com/>.

COMPANY OVERVIEW

Company name: Freecom Technologies K.K.

Established: March 30, 2009

Chairman: Dick C. Hoogerdijk

Representative Director and President: Tomoyasu Chigahara

Address: 5F Nihon Bldg. 2-6-2 Otemachi Chiyoda-ku Tokyo 100-0004

Official website : <http://www.freecom.co.jp>

Facebook : <http://www.facebook.com/freecomjapan>

Twitter : <http://twitter.com/freecomjapan>

YouTube : <http://www.youtube.com/user/freecomjp>

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*Freecom is part of the Mitsubishi Kagaku Media group.

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