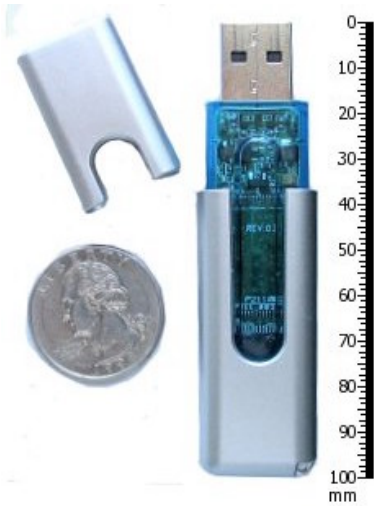


# MODERN MEMORY DRIVES

## USB FLASH DRIVE



A small, removable memory device that plugs into a computer's USB port. It contains a small printed circuit board encased in a plastic or metal casing, making the drive sturdy enough to be carried in a pocket or purse, worn on a belt or keyring, or worn around the neck on a lanyard. Only the USB connector protrudes from the case, and is usually covered by a removable cap. Most flash drives connect to any standard USB port on a computer. They are taking the place of the floppy drive and, in many cases, the CD drive, for portable memory use on personal computers.

Flash drives are active only when plugged into a USB connection and draw all necessary power from the supply provided by that connection. USB 2.0 ports and Windows XP or equivalent operating systems DO NOT REQUIRE SOFTWARE in order for a USB flash drive to operate.

### **Keychain drive, Memory key, Jump drive, Thumb drive, USB drive, Key drive, Flash drive, Pen drive, etc.**

Though the official name is USB flash drive, there are many other popular names. Some of them are based on individual brand names. Others are simply short forms of the full USB flash drive term, or a reference to the method of carrying or the looks of the device..

### **USB smart drive**

A "smart drive" is a USB flash drive capable of carrying not just files, but software programs, preferences and the means to interact with them. It may come pre-loaded with an operating system, anti-virus, and office software so you can comfortably use any computer you might encounter. Sample shown is the U3.



The Launchpad makes the drive smart:

- Comes with **pre-loaded software**
- Carry and access your files **easily!**
- Get more U3 smart software at [software.u3.com](http://software.u3.com)
- Keep your data **safe and secure**
  - Anti-virus comes bundled on most drives
  - Built-in password protection
  - Unplug the drive and leave no personal data behind

## Popular USB Flash Drives available from Staples

### *Edge™ DiskGO™ USB Flash Drive*



- 1GB \$29.98 (\$10 mail-in rebate available at Staples)
- 2 GB \$49.99 “
- 4 GB \$69.99 “
- Ultra-Thin stackable design means an easy fit even in the tightest USB port array

### *Staples Relay USB 2.0 Flash Drives*



#### **New Swivel Design--no more lost caps**

- 256 MB \$9.98
- 512 MB \$14.98
- 1GB \$24.98
- 2GB \$39.98
- 4GB \$69.98

### *Memorex® TravelDrive™ USB 2.0 Flash Drive*



- Sleek black and silver design
- 512 MB \$12.98
- 1 GB \$34.98

### *PNY Attache USB 2.0 Flash Drive*



- 128MB \$12.98
- 512MB \$14.98
- 1 GB \$17.98
- 2 GB \$49.98
- 4 GB \$99.98
- 8 GB \$79.98 (on sale)

### *SanDisk Cruzer® M2 USB 2.0 Flash Drive*



- 512MB \$19.98
- 1 GB \$19.98 (on sale at Staples)
- 2 GB \$44.98
- 2 GB titanium \$89.98 (Includes U3 smart™ technology - carry your files AND your software on a USB drive)

# ***EXTERNAL HARD DRIVES***

## ***Seagate 6GB Pocket Hard Drive***



- **6 GB \$99.99**
- **USB 1.1**
- **Never worry about your data. This extremely durable pocket drive is designed with unique shock absorbers**

## ***Western Digital 160GB Passport® Portable External Hard Drive , USB 2.0***



- 80 GB \$99.98
- 120 GB \$99.98 (on sale at Staples)
- 160GB \$127.98
- Stylish - Elegant glossy black with soft-touch base

## ***SmartDisk 80GB FireLite External Hard Drive, USB 2.0***



- 60 GB \$99.98
- 80 GB \$129.99
- Small and lightweight for ultimate portability
- Connects and disconnects without powering off the computer
- CMS Bounce Back Express backup software is included FREE

# MEMORY CARDS

A **memory card** or **flash memory card** is a solid-state electronic flash memory data storage device used with digital cameras, handheld and laptop computers, telephones, music players, video game consoles, and other electronics.



Four types of memory cards: CompactFlash, MemoryStick, SD (MMC), and xD

Name	Acronym	Form factor
PC Card	PCMCIA	85.6 × 54 × 3.3 mm
CompactFlash I	CF-I	43 × 36 × 3.3 mm
CompactFlash II	CF-II	43 × 36 × 5.5 mm
SmartMedia	SM / SMC	45 × 37 × 0.76 mm
Memory Stick	MS	50.0 × 21.5 × 2.8 mm
Memory Stick Duo	MSD	31.0 × 20.0 × 1.6 mm
Memory Stick Micro M2	M2	15.0 × 12.5 × 1.2 mm
Multimedia Card	MMC	32 × 24 × 1.5 mm
Reduced Size Multimedia Card	RS-MMC	16 × 24 × 1.5 mm
MMCmicro Card	MMCmicro	12 × 14 × 1.1 mm
Secure Digital Card	SD	32 × 24 × 2.1 mm
miniSD Card	miniSD	21.5 × 20 × 1.4 mm
microSD Card	microSD	11 × 15 × 1 mm
xD-Picture Card	xD	20 × 25 × 1.7 mm
Intelligent Stick	iStick	24 × 18 × 2.8 mm
μ card	μcard	32 × 24 × 1 mm

Each memory card offers high re-recordability, power-free storage, small size, and durable materials. They are called "mem-cards" by gamers and/or techies.

Memory cards are another replacement for the floppy disk, although USB flash memory drives, which work on almost any computer with a USB port, have become more popular in this role.

Memory cards are used in digital cameras, game consoles, cell phones, and industrial applications. PC card (PCMCIA) came out in the mid 90's. Smaller cards, including CompactFlash, SmartMedia, and Miniature Card appeared in the late 90's.

In the early 2000s a host of new formats appeared, including SD/MMC, Memory Stick, xD-Picture Card, and a number of variants and smaller cards. The desire for ultra-small cards for cell-phones, PDAs, and compact digital cameras drove a trend toward smaller cards that left the previous generation of "compact" cards looking big.

In digital cameras SmartMedia and CompactFlash were the first successful. By 2005 however, SD/MMC had nearly taken over SmartMedia's spot, though not to the same level and with stiff competition from Memory Stick variants, xD, as well as CompactFlash.

Nowadays, most new PCs have built-in "card reader" slots for a variety of memory cards; Memory Stick, CompactFlash, SD, xD, etc.