

## Press release

### Exclusive DICOTA Promotion

### All-round protection for the digital lifestyle with online backup.

**Bietigheim-Bissingen, Germany 05.05.10.** *Holiday videos, pictures of the dear little ones, music collections compiled over years, favorite movies: Our computers not only tell about our lives, they are much more an archive of our being... and they are constantly at risk. Be it through theft, fire, hardware damage or computer viruses – the loss of data is the worst case scenario for every user. DICOTA therefore has adopted its slogan “Protect your world” not only to protect the hardware but also the valuable and often irreplaceable data on it. Under the terms of an exclusive promotion, customers purchasing DICOTA bags from July 2010 onwards will be able to store 150 GB of data externally on highly secure servers, free of charge for 60 days. Following the trial licence, you can take out an annual subscription to the service with a 20% discount. Products with promotional hang tags are available on the market from July 2010 onwards; the offer is valid until the end of 2011.*

[Click here to download](#)  
(pdf format, 192 Kb)

### The risk with digital data

For 18 years now DICOTA has been developing high quality bag and case solutions that offer Notebooks and other electronic companions the best possible protection. However, even data of a personal or business nature needs to be optimally protected against crashes, theft or damage. As a result, DICOTA has also now committed itself to the comprehensive protection of digital data on the basis of its company slogan “Protect your world”: From July 2010 onwards, customers purchasing DICOTA bags will be able to test the advantages and security of online backup of their data up to a max. 150 GB, free of charge for 60 days. After the trial period DICOTA is offering an annual package that can be purchased with a 20% discount.

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When users register with a promotional code, they will receive a licence allowing them access to the service – and in turn the data – from any internet-enabled computer or mobile equipment throughout the world.

The Easyshare function is particularly practical: it allows you to share data with family, friends or colleagues – simply, securely and quickly. Decentralised data storage on highly secure servers is an effective and increasingly popular method for securing documents. In addition, hard drives can be kept at their optimum performance due to limited volumes of data on them and large email attachments for exchanging data can be avoided thanks to Easyshare.

In order to offer its customers the option of decentralised data storage, DICOTA is collaborating with the service provider Memopal whose servers can be accessed by users at any time and in any place via PC, Notebook or smartphone.

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### **Company profile of DICOTA GmbH**

DICOTA GmbH has been developing and manufacturing high-class Notebook cases, individual case solutions and innovative mobile computing equipment since 1992.

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With 10 independent country subsidiaries and 80 partners, it is operational across the globe from its base near Stuttgart. Its international outlook allows DICOTA GmbH to identify trends promptly and be proactively involved in their development. As a result of technological and design innovations, the manufacturer has been able to register organic growth and increasing turnover since it was founded 16 years ago.

Today DICOTA GmbH is among the leading global suppliers of carrying solutions for mobile electronic devices. Since January 2009 the company has been part of the Swedish OSM Group, a global company specializing in the design, manufacture and distribution of customized mobile accessories, retail displays and premium product solutions.

[www.dicota.com](http://www.dicota.com)

[www.osmglobal.com](http://www.osmglobal.com)