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## **Imation Rolls out Apollo**

### *A new lineup of 2.5-inch portable hard drives*



The Imation Apollo portable hard drive  
Imation

Imation, one the leading names in the industry, introduced today its new line of external hard drives meant for the Americas. What the company is trying to do with the new products is to offer its users a reliable high-capacity storage solution, wrapped in a unique, stylish and lightweight design. Taking into consideration the company's experience in designing and manufacturing portable storage solutions, this new product can't but be successful. Dubbed Imation Apollo, the new external solution is designed to provide the necessary storage support with the help of a 2.5-inch hard drive. The Apollo can be connected to any desktop or portable computer through the built-in USB port. The drive is only half an inch wide and weighs in at only 0.35 pounds, which makes it quite high on the portability feature and ultimately the right choice for notebook users in need of some extra storage space. The current model includes capacities that range from 160GB to 320GB, with a 500GB model to be released soon. The company also intends to include a 3.5-inch version in the high-capacity portable storage lineup. "Hard drives continue to be a market area of significant growth, fueled by the demand for mobile products," said Keith Schwartz, director, North America Commercial Division of Imation Corp. "The Apollo Portable Hard Drive is ideal for the tech-savvy mobile professional, delivering the highest leading capacity and technology for on-the-go storage of important files." he further explained. The Apollo has been designed to offer an easy installation and comes with an easy-to-use Total Media Backup software, presenting users with a fast way to backup their most important data. It is compatible with both PC and Mac systems, which means that a higher number of users could (and would) benefit from its functions. Users looking to acquire one of these models will have to go to Imation's authorized resellers. The manufacturer's suggested retail price ranges from \$149.99 to \$222.99, depending on the capacity.