

14 October 2005

By: Tudor Raiciu, Technology and Science Editor

## [Memorex First to Deliver USB Flash Drive With Built-In LCD Display](#)

*LCD displays up to 13 characters*



Memorex expands its line of award-winning USB 2.0 flash drives with the innovative TravelDrive ID that takes the guesswork out of remembering what is stored on the drive and how much free space is still available. The first USB flash drive with a built-in, customizable LCD screen, the Memorex TravelDrive ID also features an ergonomic design, metallic color scheme, and blue LED indicator like other TravelDrive products. According to a recent study conducted by Strata Research, more than half of USB flash drive owners are interested in owning multiple USB flash drives. They want the flexibility of having one at home and one at the office, or they like to store digital photos on one drive and work files on another, for example. TravelDrive ID helps consumers keep multiple USB flash drives organized with an innovative LCD screen that lets them display a descriptive name for the drive or its contents. The LCD also shows how much storage capacity remains available on the drive. The advanced Surface Stabilized Cholesterin (SSC) LCD displays up to 13 characters to help the user designate a name to the drive, add a date, or identify the contents stored on it. With the SSC LCD, the user can identify what is stored on the drive even when it is not plugged into a computer's USB port. TravelDrive ID conforms to the USB 2.0 standard and offers consumers 512MB, 1GB and 2GB of space. TravelDrive ID also features Memorex's signature ergonomic design cues, including an easy-grip area at the end of the drive, a contoured cap that fits on the back of the drive to avoid loss, and a blue wrap-around LED indicator. Memorex will publicly demonstrate TravelDrive ID for the first time this evening at the Digital Focus media event at Manhattan Center Studios in New York, along with other members of the TravelDrive family of USB flash drives. The Memorex TravelDrive ID will be available next month, just in time for the holidays, for a suggested retail price of \$79.99 for 512MB of capacity, \$119.99 for 1GB, and \$199.99 for the 2GB version. This week, Softpedia would like to know your opinion on gaming consoles. What is your favorite console you either own or you are planning to buy? Are you an Xbox fan or a Playstation fan? Has Xbox360 convinced you it's time to buy one? Or you'll wait for the PS3? [Express your opinion here.](#)