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SanDisk launches auto-backup USB drive

Cruzer Titanium Plus unveiled

by Katie Scott published on 3 January 2008

SanDisk has added to its popular Cruzer line with a new USB flash drive that automatically backs up every file that is copied to it.

The SanDisk Cruzer Titanium Plus allows access to all of the backed up data when it is plugged into a computer, but users can also access these files through the Internet, if they haven't got the drive with them or if it is lost or stolen.

Hezy Rotman, vice president and general manager of SanDisk's USB Division explains: "This is true 'set it and forget it' data protection. Many users have told us they worry about losing their data, and now SanDisk is reducing that anxiety through an innovative new form of online backup".

The Cruzer Titanium Plus 4GB stick will be available in March for \$59.99.

For this, users get six months of free online backups, but after that, will have to pay \$29.99 a year.

