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WD launches My Passport Essential in 10 colours

Portable storage gets multi-hued

by Amy-Mae Elliott published on 10 April 2008

Western Digital has introduced 10 "fresh" new colours for its My Passport Essential portable USB drives.

Weighing in at less than 5 ounces, My Passport Essential USB drives put almost a third of a terabyte of digital storage in the palm of your hand.

Equipped with sync, encryption and search software and described as simple to use, light and easy to carry, and require no power adapter - they are powered directly through the USB cable.

The new colours include: brilliant orange, super sunny yellow, raindrop blue, arctic white, deep viola, cherry red, ultra mint, real red, intense blue, and vibrant pink.

Available now, the drives are offered in capacities of 160GB, 250GB and 320GB for £66.99, £96.99 and £119.99, respectively.

