

Kobian rolls out Mercury *Kobian* MicroSD card

New Delhi, 30th June, 2010 : Kobian, one of the leading brands in Pc peripherals and lifestyle products, today reinforced their product line with the launch of Mercury MicroSD, strengthening its portfolio with mobile memory solutions. The new Mercury MicroSD offers increased memory capacity and compact sized formats required to enhance essential features such as MP3 playback, video-downloads, high-quality cameras and gaming. Mercury MicroSD is available in all capacities starting from 2GB to 64GB.

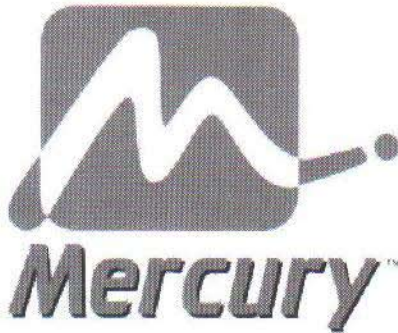
With the rapid advancement in

mobile phones industry, the demand is growing fast for data storage and sharing, therefore the Mercury MicroSD cards provide a perfect solution for mobile customers which will enable them to take full advantage of multimedia applications such as digital music, gaming and video streaming.

"In India the demand of the high-end sophisticated mobile phones are increasing on a regular basis and with time the demand of the consumer also changes. To meet the demand of the industry Mercury always comes with new innovation and technology for their valued customers. The Mercury Memory Product line shall be bringing in many more exciting and innovative products for our channel partners in the coming months." Said Ms Sushmita Das , Country Manager - Kobian

Pte Ltd

The Mercury MicroSD Card allows user to Store and Share more of their own collections of music, movies, video clips, pictures, ring tones and more with friends, family and colleagues easily with this removable storage solution. It's ideal for mobile phones with expansion slots and gives the ease of transferring phone lists, settings, music, video games or ring tones when you are changing the service or upgrading the handset. Its ultra-small size consumes very little power from the handset, to give you longer battery life on your phone.



Features/benefits

- Capacity* — 2GB–64GB
- Standardized — complies with SD card specification standards
- Reliability — Data retention upto 10years
- Durability — Min 100,000 erase cycles; 1000,000 hours
- Dimensions — .43" x .59" x .039" (11mm x 15mm x 1mm)
- Operating Temperature — 32° F to 140° F (0° C to 60° C)
- Storage Temperature — -4° F to 185° F (-20° C to 85° C)
- Weight — 1.4g
- Ultra-Portable — extremely small footprint design

has steadily progressed to extend its reach across the globe and strengthened its position as a company firmly dedicated towards providing competitive and innovative products to meet customers' demands. Today, as the proud owner of the Mercury & iXA brand and manufacturer of computer components, peripherals, lifestyle products and consumer electronics, the group operates globally through 400 Distribution channels, with offices in over 10 countries and factories in India and china. For more information, please visit our web-site: www.kobian.com & www.mercury-pc.com

