

news



For Immediate Release

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IMATION WIRELESS PROJECTION LINK INCREASES MEETING EFFICIENCY WITH FIRST 'ZERO-INSTALL' WIRELESS SOLUTION FOR DIGITAL PROJECTORS

Product's 'plug and play' feature offers easy setup for hassle-free presentations

Storage Visions Conference, Las Vegas (Jan. 6, 2009) – Take your meeting from zero to 60 in just seconds with the Imation Wireless Projection Link, a digital projector solution enabling reliable, wireless presentation capability. Designed by Imation Corp. (NYSE: IMN) to create more efficient meetings and conferences, the Wireless Projection Link allows multiple users to easily share a single projector by instantly creating a wireless connection from a PC to a digital projector, eliminating the hassle and stress of cables and meeting set-up. It virtually eliminates the time it takes to set up presentations from multiple users, adding precious minutes to the meeting itself so that more can get accomplished in less time.

The Wireless Projection Link consists of a sleek black USB dongle and base that's a fraction of the size and weight of standard projectors, making it easy to transport between conference rooms or use while traveling. Offering the first one-step, zero-install option, users simply connect the USB dongle to their PC to instantly and professionally conduct meetings and presentations at virtually the same speed as wired options. The product makes meetings more efficient by providing effortless transitions between multiple meeting and speaker participants,

(more)

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minimizing equipment set-up and pack up, and preventing lost or forgotten cables. The Imation Wireless Projection Link is compatible with almost all projection systems on the market today.

"No other product available makes it as simple to conduct meetings with multiple presenters," said Subodh Kulkarni, vice president, Global Commercial Business, Imation. "Our customers have told us they often waste time in meetings waiting for the next presenter to get a presentation on the screen. With our new Wireless Projection Link, users can focus on the presentation content and not worry about the logistics. The result is an intuitive, effective, tangle-free solution that makes the most of everyone's time in meetings, whether you're a presenter, host or participant."

With a range of up to 30 feet, the Imation Wireless Projection Link arms the facility manager, IT administrator or road warrior with a progressive product designed to promote meeting collaboration and efficiency. Utilizing Wireless USB technology, the Imation Wireless Projection Link provides a high-speed connection for smooth image transitions and enhanced video support. The simple user interface also offers advanced scaling options for maximum screen usage, enabling aspect ratios to stay intact, and provides multiple PC support and advanced user interface capabilities with flexible splash screens.

"Imation continues to show its commitment to Wireless USB technology with its next-generation of USB peripherals," said Jeff Ravencraft, USB-IF president and chairman. "We are glad to see their support in helping customers promote meeting efficiency and achieve the wireless workspace they want with the simplicity they need in storing, accessing and projecting the information they use every day."

Wireless USB is the first high-speed wireless personal interconnect technology combining the speed and security of wired High-Speed USB with the ease-of-use of wireless technology. It is backward compatible with wired USB, allows users to connect up to 127 devices and currently delivers a bandwidth of up to 480Mb/s at 3 meters and 110Mb/s at 10 meters. Wireless USB is based on the WiMedia Alliance Ultra-wideband Common Radio Platform.

The Imation Wireless Projection Link will be on display in Booth 16 at the Storage Visions Conference today and tomorrow, and at the Pepcom® Digital Experience event tomorrow at The Mirage from 7-10 p.m.

Pricing and Availability

The Imation Wireless Projection Link is currently available in the U.S. on Staples.com as well as authorized Imation distributors, wholesalers, resellers and e-tailers for a manufacturer's suggested retail price (MSRP) of \$249.99.

For additional information, please visit www.imation.com.

About USB Implementers Forum, Inc (USB-IF)

USB IF is a non-profit corporation founded by the group of companies that developed the Universal Serial Bus specification. The USB-IF was formed to provide a support organization and forum for the advancement and adoption of Universal Serial Bus technology. The Forum facilitates the development of high-quality compatible USB peripherals (devices), and promotes the benefits of USB and the quality of products that have passed compliance testing.

About Imation Corp.

Imation is a leading global developer and marketer of branded products that enable people to capture, save and enjoy digital information. Our world-class portfolio of digital storage products, audio and video electronics and accessories reaches customers through a powerful global distribution network. Our goal is a company with strong commercial and consumer businesses and continued long-term growth and profitability that creates shareholder value. Imation Corp.'s global brand portfolio, in addition to the Imation brand, includes the Memorex brand, one of the most widely recognized names in the consumer electronics industry, famous for the slogan, "Is it live or is it Memorex?" and the XtremeMac brand. Imation is also the exclusive licensee of the TDK Life on Record brand, one of the world's leading recording media brands. Additional information about Imation is available at <http://www.imation.com>.

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