

## Open and share your files anywhere with Memopal and iPhone

Introducing **Memopal for iPhone**, the software that synchronizes **all your computer files, making them available anywhere.**

November 11, 2008: Memopal ([www.memopal.com](http://www.memopal.com)) has released the iPhone version of its data storage and remote access software (online backup and storage) in both business and consumer versions.

Marco Trombetti, Memopal CEO, comments that “*Smartphone users are now used to having permanent access to email, calendar and social networking applications on the move. We want to enhance the experience further, allowing the user to access all their files. Even if their computer at home or at work is turned off. A single account to manage all of your computers, past or present.*”

Memopal iPhone includes preview and sharing functionality. If you are at the airport and you want to send a presentation, even a large one, you can access your office computer files and share them. There's no wait as the presentation is already online!

Memopal for iPhone is already available from Apple's **App Store** and is **free for all Memopal customers**. Memopal synchronizes your computer files, or only the folders you decide to back up, across all platforms (Windows, Mac OS/X and Linux). With Memopal for iPhone, you can preview files and share them easily and quickly with friends and colleagues. If you already use Memopal on your computer(s), you can begin using the iPhone version from the moment you download it from the App Store.

Memopal, as seen by iPhone



Memopal iPhone icon

List of files recently saved on your office/home computer

1-click-sharing easy to use function

### *About Memopal*

Memopal's mission is to protect and organize its users files. Memopal is a Italian company based in Rome and has closed a 1 million dollar seed investment from Business Angels. Memopal is unique as the data it stores is synchronized, searchable and accessible as soon as it is uploaded. More important files are synchronized with higher priority. Memopal calculates the importance of these files based on how much they are used.

Memopal uses Cloud-Storage technology and a proprietary distributed File-system which allows block-level deduplication. In practical terms, this means that a file is only ever uploaded once. After that, Memopal saves only the changes you make to it. This means **more efficient use of storage space** and **faster uploads**. Saving our users **time** and **money**.

For further information: [www.memopal.com](http://www.memopal.com)

**Lucia Bracci**  
*Press office manager*  
Phone: + 39 06.90254250  
**Mobile: + 39 349.5565037**  
E-mail: [press@memopal.com](mailto:press@memopal.com)

**Davide De Guz**  
*Marketing and communications director*  
Phone: + 39 06.90254255  
**Mobile: + 39 338.8691424**  
E-mail: [davide.deguz@memopal.com](mailto:davide.deguz@memopal.com)