

## What is Memopal?

**More than 1 million users worldwide, partnering with Telcos, hard drive manufacturers and virus protection system developers: a team of 15 people, this is Memopal.**

Memopal ([www.memopal.com](http://www.memopal.com)) creates a backup copy of the files on your computer and transfers it to a remote server via a 256-bit encrypted connection. Thanks to Memopal your files are safe, and you can retrieve them online at any time.

Only 10% of the population in the U.S. made a backup copy of their files in 2012. Backing up to an external hard drive takes time and effort, and we generally feel the need to have a backup of our files only after they have been lost due to a computer breakdown or theft. **Memopal makes your life easier because it continuously and automatically backs up files on your computer.** It is compatible with the most common operating systems: Windows, Macintosh, Linux, iOS and Android. Memopal is available in a free 3GB version forever, Pro 500GB at € 79/year, and a personalized White Label version with your brand.

## Why Memopal is different

Memopal differs from most well-known file sync services because online files are never automatically deleted unless the user decides to. This allows users to create hard disk space on their computer, by deleting files from their drives and recovering them online only when needed. If you share a folder with a friend or colleague, there's no concern that shared files will be accidentally deleted, since the files remain on Memopal until the owner decides to manually delete them from his/her account.

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### Memopal

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## Memopal users always know where their files are stored

Where are the pictures you took with your first camera? And those you snapped with your first smartphone? Memopal users always know where their files are stored. Securing your pictures is easy: simply protect the "images" folder with Memopal - your photos will automatically be safe and within reach of your pocket. Using Memopal applications for smartphones, you can browse through your photos and download them to your phone; share files on your computer with anyone directly from your phone.

## Your computer was never this light

If your hard drive is running out of available space, load all your files onto Memopal and then delete the files from your computer; you can download the files you need at any time, and all your other files will be safe on Memopal.

## A history of Memopal

Memopal was founded in 2007 by Marco Trombetti and Gianluca Granero, two successful entrepreneurs in the IT sector. Marco Trombetti is the CEO of Translated, one of the Web's most influential companies in the translation business, and Gianluca Granero at the time was head of the technology division at Thesis, a company that develops data centers for companies such as IBM and Procter & Gamble.

Marco and Gianluca have known each other a long time, and the idea for Memopal came from a real problem they both had ever since they were kids: how to get from your house to your friend's house by bicycle with a video game in your pocket. How many times did

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your video game make it to your destination without falling out of your pocket? We figured not too many.

The disk was easily demagnetized and its contents hopelessly lost, so that one of us was forced to return home to copy the files to a new disc - only to then get back on the road, hoping the disk wouldn't demagnetize again.

And that's where the idea was born to create a way of protecting valuable data for an unlimited period of time. Today, Memopal employs a team of 15 people, boasts over a million users, and partnerships with some of the world's most important companies in the telecommunications, information storage, and IT security sectors.

## Press images

<http://memop.al/RFVY2ZYGcX>

## Press Contacts

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