



New Lexar Echo MX and ZX Drives Offer Automatic, High-Speed Backup for Peace of Mind On the Go

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Key Messages:

- Ultra-portable Echo MX and ZX drives provide on the go, no-touch backup and 128-bit AES encryption for netbook and notebook users
- High-speed, high-capacity Echo MX offers easy-to-read, always-on capacity meter that shows available backup space at a glance, even when disconnected
- Tiny Echo ZX has a plug-and-stay design to backup and protect data continuously and automatically, even when on the road

Multimedia Elements:

- [Lexar Image Gallery](#)
- [Supporting Product Info for Echo MX](#)
- [Supporting Product Info for Echo ZX](#)

LAS VEGAS, Jan. 4, 2011 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today announced the innovative Echo MX and ZX backup drives, designed to automatically protect essential files for on-the-go netbook and notebook users. The Echo MX and ZX take mobile data backup to the next level with high-performance read/write speeds and no-touch backup software; additionally, the Echo ZX offers a low-profile design and the Echo MX includes an easy-to-read, always-on capacity meter. For additional information about the Lexar® Echo MX and ZX backup drives, visit www.lexar.com.

"We continue to observe mobile notebook users seeking added assurance from backup utility tools that protect their files, but they don't want to deal with extra wires and bulky peripheral appliances," said Jyh Chau, senior product marketing manager, Lexar Media. "In response, Lexar has built upon the popular, unique Echo ZE and SE backup drives by adding features like an always-visible capacity meter on the Echo MX and a high-performance speed rating on the Echo ZX. The drives will also continue to offer the encryption and continuous backup in a USB format that consumers favored in the previous Echo line."

Echo MX

The high-performance, high-capacity Echo MX back-up drive provides 128-bit AES encryption with built-in Lexar Echo backup software, along with the added convenience of an easy-to-read, always-on capacity meter that displays available backup space, even when disconnected from a laptop. Available in capacities of 8GB, 16GB, 32GB, 64GB, and 128GB, the Echo MX provides multiple levels of storage, and offers speeds up to 28MB/s read and 10MB/s write on lower capacities and speeds up to 30MB/s read and 17MB/s write for the 128GB capacity. Activated upon plug-in for automatic, continuous backup, the Echo MX offers an ultimate backup solution in a small, convenient form-factor, providing peace of mind that data is encrypted.

Echo ZX

The Echo ZX provides all the benefits of a larger backup device in a tiny, plug-and-stay USB form factor. This always-ready, low-profile drive can easily plug into a notebook or netbook and remain there for ongoing, automatic backup of essential files when both stationary and on the go. Offering 128-bit AES encryption, high-performance speeds up to 28MB/s read and 10MB/s write on the 8GB capacity drive, and up to 28MB/s read and 15MB/s write speeds on the 16GB and 32GB capacities, the Echo ZX is an excellent backup solution that goes to work automatically to protect data. The Echo ZX drive comes in 8GB, 16GB, and 32GB capacities.

As a division of Micron Technology, Inc., Lexar Media is backed by Micron's industry-leading memory technology, providing consumers with the reliability and award-winning products they have come to expect from Lexar Media. Additionally, all Lexar product designs are tested in the Lexar Quality Labs where they undergo extensive testing to ensure performance, quality, compatibility, and reliability with more than 800 intended digital devices.

The Lexar Echo MX and Echo ZX backup drives include five-year and two-year limited warranties, respectively, and are compatible with both Mac® and PC systems. The Lexar Echo MX is scheduled to be available in the first quarter of 2011 at leading retailers and on Lexar.com; the Echo ZX is scheduled for availability in Spring of 2011. MSRPs for the products range from \$44.99 to \$499.99 for the Echo MX and \$44.99 to \$139.99 for the Echo ZX.

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Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial® brand names. Lexar Media offers products in all major flash and DRAM memory categories, including USB flash drives, innovative backup drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit www.lexar.com, and for Crucial brand products, visit www.crucial.com.

Lexar Media is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

Lexar. When Memory Matters.™

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