



Enabling Safe Multi-Computer Usage with Flash Memory

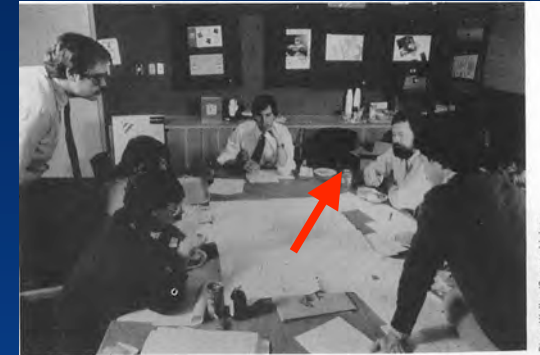
**Flash Memory Summit – Session
101 – Consumer Applications
Panelist: Jay Elliot**

“Migo is a terrific little product that makes life simpler.”

-Walter Mossberg, The Wall Street Journal

Migo History

- **Founder – Jay Elliot**
 - Led divisions of IBM, Intel, Apple
 - Involved in every step of the evolution of modern computing:
Centralized → Desktop → Mobile



A working lunch meeting of the Macintosh design team.

- **Migo Early History**
 - UCLA project: Migo Smart Card
 - USB moved Migo to the next level
 - Flash drives defined the market



Migo Headquarters

How Has Windows Failed the 2006 Consumer?

- Since the launch of Windows XP, people interact with computers differently than they used to.
 - Then, most people used the same computer every day.
 - Now, people interact with three, four, or more machines every day.
- Windows is stuck in the outdated mindset of One-Computer-Per-Person
 - No seamless way to un-tether your data from Windows' computer hardware
 - Windows Server and networking products address this concern within the workplace, but only within the corporate network.

“Wow! Don't know how I lived without this!”

Henry Tsai, Sales Professional

Why is Flash Memory the Solution?

- Why is software-enabled flash memory the best data portability solution for the 2006 consumer?
 - Speed
 - Security
 - Network Access Independence
 - Portability
 - USB port ubiquity
 - Costs (up-front, maintenance)
 - Zero-footprint (No installation, no data left behind)
- Using U3-enabled smart drives brings even more consumer benefits and an improved user experience

Who Are the New Multi-Computer Users?

What types of people are rapidly joining the ranks of the Multi-Computer users?

- “The Computer Commuter”
- “The Road Warrior”
- The Student User
- Teleworkers – “Hot Desking”

Use Case: The Computer Commuter

“The Computer Commuter” - Office to Home to Office

- More than 50 million commuters use multiple computers every day
- 40% of flash drive buyers list “to take work home” as the primary reason for purchase
- Huge Time Savings
 - Sync and leave for home
 - Use the Home Computer you already have to work remotely
- No need to lug home a laptop every night
- Always using the same information - No version control nightmares
- No traces of sensitive work data left on unsecured home machine

Use Case: The Road Warrior

“You might even avoid taking a laptop with you.”

-Laptop Magazine

“The Road Warrior” - Office to Hotel to Office

- Check email from the business center without a security worry
- Avoid airport hassles with laptops – 9 million stolen last year
- Everyone on the Business trip can do email from the same laptop.
- Print/Email easily and without a trace from the Business Center



Use Case: Student User

Student User – Dorm to Computer Lab to Dorm to Review Session to Dorm to Spring Break to Dorm to...

- No File Left Behind – student doesn't have to worry about Deep Freeze or similar software at the Lab– all their files are on the drive.
- Student can return home over holiday break with all the files from their Dorm Room Desktop.
- Parents save – Student doesn't need a laptop to easily work from any computer in the University system



“It will instantly transform that system...”

Laptop Magazine

“...to look and act exactly like your primary computer”

-Laptop Magazine

Use Case: Teleworkers

“Teleworkers” – Home to Office Pool Computer to Home

- Let Employees work from Home without spending \$3500 on a second computer and IT resources to configure and secure it.
- “Hot Desking” – sit at a different terminal daily, files stay with you.
- Maximizes Utility of every IT dollar spent on hardware.
- 100 million people work from home at least one day a week
- 13% of EU workers telecommute at least one day per week

