



Blancco Eliminates Growing Security Threat of Flash and Magnetic Media for Good

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Permanently destroying information on USB flash and ZIP drives, SD and CompactFlash cards and other removable media helps to tackle the growing problem of data leaks in corporations.

PR9.NET February 19, 2007 - Joensuu, FINLAND – Blancco Ltd., a company recognised worldwide for its highly advanced and innovative data erasure solutions has just released Blancco – Digital Media Shredder, a sophisticated software designed to securely destroy data on removable storage media. The flash edition of the software is designed especially for destroying data stored on various media such as USB flash drives, SD cards and CompactFlash. The magnetic edition destroys data stored on different types of magnetic storage media such as ZIP, JAZ and REV drives.

"The rapid advancement in technology has led to removable storage media soaring in storage capacity and plummeting in price. An increasing number of companies are embracing the convenience and simplicity of removable media, however there are shockingly few who acknowledge the potential security risks associated with these devices," says Mr. Kim Vaisanen, Managing Director of Blancco Ltd.

Several incidents over the past year have demonstrated the risk of information loss or theft from USB drives, PDAs, removable hard drives and other media. In numerous cases, information had been recovered from formatted removable media. With freely available data recovery tools, data from formatted USB flash drives can be recovered within seconds.

"The proliferation of flash and magnetic media has resulted in an exponential rise in incidents involving data leaks through removable storage media. These devices circulate around the office and anyone can recover past information from a single carelessly discarded USB drive causing severe consequences such as legal and financial battles, and companies owe it to themselves to close the security gap," states Mr. Vaisanen

Blancco – Digital Media Shredder is a sophisticated product that has been certified for Windows Vista. It is especially designed to give clients full control of their data enabling them to effectively erase data from their media in a fast, secure and simple manner. The software completely wipes the media clean rendering data recovery impossible. It is capable of simultaneously erasing multiple devices and conforms to recognised international erasure standards. Blancco – Digital Media Shredder is easy to install and extremely user friendly.

For more information about Blancco Ltd. and its products and services, please visit www.blancco.com

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About Blancco Ltd.

With several million end-users, an impressive clientele and a broad network of trusted partners, Blancco has proved to be the global specialist in the field of professional data destruction and computer reuse management. Founded in 1997, Blancco Ltd. has its corporate headquarters in Joensuu, Finland. Besides its 8 international offices, Blancco has partners in all continents and in more than 20 countries.

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