



Ridata Brand Yego USB Drive Captures Coveted 2008 Industrial Forum Design Award

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Award winning unique multi-port unit allows connection of more USB devices, greatly expanding a computer's capabilities. The RIDATA Yego USB Drive will be on display at 2008 International CES in the Ritek/Advanced Media booth, #31477, South Hall 3.

PR9.NET December 10, 2007 - Diamond Bar, Calif. － Advanced Media, Inc., manufacturer and marketer of the popular Ridata brand of recordable DVD, flash media, electronic storage products and digital accessories, has been honored with a prestigious 2008 Industrial Forum Design Award (iF) for its innovative Yego USB drive. The award is one of the oldest and most coveted design competitions in the world. Companies from 35 different countries submitted products for judging in the 2008 competition. It is presented by the Hanover, Germany-based International Forum Design.

"It goes without saying we are delighted to have one of our products recognized by such a prestigious organization," remarked Harvey Liu, president of Advanced Media, Inc. "The award is a testament to the hard work of Ritek's research and development staff. The Yego's functionality and array of fun colors have really caught on with consumers."

The iF award recognizes that the RIDATA Yego provides an innovative solution to digital storage. Its unique design allows easy connection of additional USB devices, thereby greatly expanding a computer's capabilities. It provides users with access to a virtually endless stream of data, photos, or music without running out of USB ports or having to continually change devices.

The RIDATA Yego has won numerous other awards since its introduction earlier this year. They include: an American Photo Editor's Choice 2007 – Digital Storage and Display; a 2007 Taiwan Excellence Award from the Taiwan National Economic Affairs Department; a 2007 CES Cherry Picks as one of the newest, coolest products showcased at 2007 International CES; a Taiwan Good Design product winner; and a UD 50 Choice honoree in Japan.

Units may be linked together for even greater USB connectivity or added storage capacity. A tie-style LED indicator shows usage status, assuring there is never any doubt as to which port is currently in use.  Offering true plug-and-play convenience, no external power or battery is needed, as the host computer powers it. It is compliant with USB 2.0 and has a full-speed transfer rate of up to 480Mbps. The drive is also backward compatible with USB 1.1. A power-saving mode reduces power consumption.

The Yego USB Drive works with these operating systems: Windows(R) 98SE/ME/2000/XP; Linux™ Kernel 2.4 or later and Mac™ OS8.6 or later. Users for Windows® 98/98SE may download required drivers from www.ritekusa.com. All are EMC compliant meeting CE, FCC, VCCI, C-TICK, and BSMI regulations.

The RIDATA USB Yego Drive is available at leading online sites including: WalMart.com, OfficeDepot.com, Newegg.com, Amazon.com, and CompUSA.com. Weighing less than 10 ounces, it comes in 1GB, 2GB, and 4GB capacities. Look for 8GB capacity coming soon! It comes with a two-year warranty.

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