

PhotoFast Wins Best Innovation Award at DISTREE EMEA's 60 Seconds to Convince Competition



PhotoFast's i-FlashDrive HD voted Best Innovation by live audience of international CE retailers and distributors

Monte Carlo, Monaco – March 6, 2013 – PhotoFast, creator of the world's first two-way storage device between iOS and Mac/PC, took home the Best Innovation award at the 60 Seconds to Convince competition at DISTREE EMEA 2013. A two-time consecutive competition winner, PhotoFast was recognized this year for their i-FlashDrive HD. Through the drive's supporting application, users can transfer, edit, view and share documents or files between a variety of gadgets without the need for Wi-Fi, network signal or battery power.

60 Seconds to Convince allows participating vendors to introduce new products through a one-minute elevator pitch to more than 350 international retailers and distributors. This live audience votes to select winners in three individual categories including Best Design, Best Innovation and Best Presentation.

DISTREE EMEA is an invitation-only event that unites leading technology vendors to showcase cutting-edge product developments with ICT and CE channel leaders from Europe, the Middle East and Africa.

"It is an honor to be recognized in the 60 Seconds to Convince awards for the second year," says Warren Wang, CEO of PhotoFast. "The i-FlashDrive HD is the only two-way storage device of its kind, and it is changing the way consumers access and share information, making it a truly innovative product."

PhotoFast's i-FlashDrive HD is the ultimate solution for memory expansion and the only two-way storage device licensed by Apple and equipped with a Lightning adapter and 30-pin connector, making it universally compatible between a multitude of gadgets.

The i-FlashDrive HD application is a fully functional document, photo, video and audio viewer that helps users easily organize and manage files. The application delivers the ability to upload, edit and share files across multiple devices, including PC, iPad, iPhone and more. Additionally, users can also securely encrypt private documents, back up and restore contacts, record audio, organize and create music playlists and directly streams videos via Airplay, all with Dropbox support.

Media members interested in more information on PhotoFast's i-FlashDrive HD may contact PR representative Sophie Isacowitz at (305)374-4404 x 143 or sophieisacowitz@maxborgesagency.com.

About PhotoFast

PhotoFast is a leader in electronic storage devices, known for their high-quality and widely compatible products. PhotoFast delivers solutions for every user, offering a diverse range of digital storage products including memory cards, external hard disks, multifunctional card readers, SSD and plug-and-play flash drives,. PhotoFast continuously develops exceptional accessories for Apple users. For more information, visit www.photofast.com.

Press Contact:

Sophie Isacowitz
Max Borges Agency
Account Executive
(305)374-4404 x 143
sophieisacowitz@maxborgesagency.com

###