

PRESS RELEASE

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New Switch-to-Mac Cable from Belkin simplifies the move from PC to Mac

(Northants, UK) –19 November, 2008 - Transferring data from PC to Mac has never been easier with Belkin's new Switch-to-Mac cable. The cable provides a fast and simple way to transfer your files, settings, preferences and even your calendar and email. Unlike existing transfer cables, Belkin's Switch-to-Mac Cable – with its easy to use Migration Assistant software – automatically moves your music, films, photos, files and internet preferences, so there's no need waste time copying files onto CD's in order to transfer the data.

With many Mac computers now supporting Windows®, a growing number of PC owners are adding Mac's to their computing set up, making the ability to interchange files a necessity. The Switch-to-Mac Cable with Migration Assistant software makes this transition from PC to Mac as seamless as possible.

STATISTICS

- A 2008 Needham report found that after a decade of stagnation, Mac unit sales have almost tripled in the past three years
- Needham goes on to say that the most significant barrier to switching from PC to Mac was the Mac computer's inability to run Windows applications
- Needham forecasts that in the next 10 years, Mac unit sales will grow dramatically to almost 40 million units by 2017.



Switch-to-Mac Cable
(F4U001ea)
UK RRP - £29.99/ €34.99

FEATURES

- Includes Belkin Migration Assistant software - allowing the seamless transfer of PC files to a Mac computer
- Eliminates the need to set up a complex network or spend hours burning CDs to copy data
- Transfers data at USB 2.0 speeds
- LED lighting indicates transfer status

- Compatible with Windows XP or Windows Vista®
- Compatible with Mac OS X v10.4 and v10.5
- Available in the UK from December.

For further information, images or press samples please use the contact information above.

About Belkin

Belkin – www.belkin.com – offers a diverse product mix that provides people with seamless electronics integration in their homes, cars and on the go. Founded in California in 1983, Belkin is a privately held company and the recognised leader in connectivity solutions, in addition to accessories for iPod devices, computers and more. We provide extensive solutions for networking, home entertainment – with our PureAV line of cables, power and digital wireless accessories – and many more categories.

Belkin’s phenomenal growth has led to our expanding global presence. In addition to corporate headquarters in Los Angeles, we also have offices throughout the Asia Pacific region. Belkin’s European headquarters are located the UK, with further offices in Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden and Dubai (UAE) dedicated to their regional markets.