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Press contact:
Peter Björkbom, CEO
StrongPix AB
Kyna 212
784 78 Borlänge
Sweden
Phone: +46-70-575 08 25
Email: peter.bjorkbom@strongpix.com
Web: http://www.strongpix.com

StrongPix AB releases the first consumer world class <u>Digital Photo Secure Storage</u> service based on social network collaboration for free unlimited secure online storage of digital photos on the internet.

Borlange, Sweden – June 4, 2010 –<u>StrongPix</u> AB, a Swedish internet technology startup today releases a public beta version of the **StrongPix Service**, a world class <u>Digital Photo Secure Storage</u> service based on social network collaboration for free unlimited online backup storage of digital photos on the internet.

*StrongPix is the first consumer online secure storage service for digital photos based on **<u>social network collaboration</u>** over the internet.*

Consumers of digital photography experience a growing concern that their digital photos might get lost due to disasters such as computer failures, theft or fire. Losing digital photos can potentially be a painful experience as they often represent important memories of our lives.

"Existing solutions, including online storage in the cloud, don't live up to the expectations of consumers. <u>StrongPix</u> provides an innovative solution to these problems and relief consumers from pain. "- says Peter Björkbom, CEO and founder of StrongPix.

Storage on external hard-drives and DVD's requires disciplined work from the user and still doesn't solve risks such as fire or theft and issues such as duplicate management and it usually grows beyond control.

Online storage (cloud storage), including photo sharing sites, face several problems such as high operating costs for servers and data center storage including energy for power and cooling.

"However for online storage the most challenging issues for the consumer are those of **<u>trust</u>** and **<u>privacy</u>**. Can I trust that they (cloud storage, sharing site) do not **<u>lose my photos</u>** or **<u>expose my privacy</u>**? Reading their SLA's (Service Level Agreement) certainly doesn't make users feel any more comfortable."
- continues Peter Björkbom.

To be secure from loss users need replicas of their photos stored at **two or more** different **sites** and kept by **independent trusted parties**. Some users even prefer three or more replicas; it is up to the user to decide. To preserve the user's privacy, replicas of photos need to be encrypted before being stored on other sites.

"StrongPix have a firm vision that **privacy** and **trust** is a raising **key concern** for consumers using storage services on the internet. Today we can observe the massive 'share everything' culture on the internet. We believe this is going to change. StrongPix deliver on that vision." - continues Peter Björkbom.

StrongPix is the first online service that enables consumers to collaborate over the internet, with people they **trust or care about**, and together secure their digital photos from loss.

"Imagine that you can help your grandma to secure her digital photos from being lost, and at the same time secure your own. This is social networking at its best and this vision is what has driven us to create the StrongPix Service." - continues Peter Björkbom.

StrongPix enables users to collaborate with as many friends as they please, effectively creating **multiple independent trusted** storage relations and **increased storage capacity** where encrypted replicas of their digital photos can be stored. Users no longer depend on just one storage relation.

StrongPix collaboration works in both ways so that both parties share the same benefits of being secure from loss.

In case you have lost your computer or hard drive StrongPix allows you to reinstall on a fresh computer, start a secure recovery sequence, and recover all your photos by automatically streaming replicas from your friend's computers over the internet and having them decrypted on your computer.

StrongPix also works well on individual photos so you can select the photos inside the StrongPix program and have them restored to your computer. This is great in case you have deleted some photos by mistake.

StrongPix employs strong **data security** technology to preserve the privacy of the user's digital photos. StrongPix **encrypts photos** before streaming them for storage on a friend's computer. Friends cannot view the actual content of digital photos even though the encrypted file is available on the friend´s hard drive.

StrongPix is based on innovative internet **p2p** technology developed specifically for this purpose and allows encrypted digital photo content to be **directly streamed** between and **directly stored on** the collaborating friends computers and hard drives, eliminating the need for costly and energy consuming servers and data centers.

StrongPix storage scales fantastically well as the installed consumer storage capacity evolves naturally over time so does the capacity of the entire StrongPix Service. There is no server storage that needs to keep up.

StrongPix is released as a public beta version for the Windows platform. Work is currently in progress to incorporate the StrongPix technology and service into other platforms and devices.

Summary: StrongPix is the first online storage service for digital photos based on **social network collaboration over the internet**. Consumers have full control of where their digital photos are stored by selecting who they **trust** to collaborate within their social network. **Privacy** is preserved and digital photos are encrypted using strong data security algorithms and keys before being streamed to a friend's computer hard drive for storage. When new photos are imported from cameras to the user's computer, StrongPix **automatically** takes care of detecting these new photos and streaming encrypted replicas for secure storage among friends.

StrongPix is <u>Secure</u> as the users privacy is preserved using state-of-the-art data security algorithms and keys.

StrongPix is <u>Fair</u> and builds on a principle that gives the user as much secure storage space as the user provides for friends.

StrongPix is <u>Easy</u> to use and has an intuitive user interface.

StrongPix is <u>Automatic</u> with an 'install and forget' model so that after installation StrongPix will secure both existing as well as new photos as soon they arrive on the user's computer from cameras.

StrongPix is <u>Free</u> and provided at no charge for the user. StrongPix revenue stream comes from selling ad capacity that is delivered and exposed to end users of the service.

StrongPix gives easy <u>Access</u> to all secured photos as they can be navigated and restored individually.