



**United States**  
15770 Laguna Canyon Road,  
Suite 100  
Irvine, California 92618  
Toll-Free: 1.888.451.DANE (3263)

**France**  
159, avenue Gallieni – B.P. 33  
93171 Bagnole Cedex  
France  
Tel: +33 1 49 72 81 81

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**2009 CATALOG**





**DANE-ELEC**

Dane-Elec had a break-out year in 2008, opening more accounts and launching more new products than any time in our history. When a small company makes BIG waves in their industry, people want to know how they did it.

The essence of that success is that we put our customers' memory business first. We don't just sell you products. We provide compelling products and promotions that produce dramatic revenue and margin growth for you.

Those offerings have three facets that work for you:

**SMART PRODUCTS.** From megabytes to terabytes, for consumers, professionals and the enterprise, we offer flash memory, USB drives, Hard drives, Solid State Drives and even online storage options. Add unique consumer electronics such as our zPen and companion NoteSearch software, our Entertainment Library Media Hard Drives and more. Wait until you see what 2009 brings!

**ENTERTAINING PERKS.** We changed the definition of bonus content and have sold millions of products with high-value, full-version software. Music tracks from a 3 million song store, engaging computer games, photo-enhancement software, and new for 2009, full-length movies. Wait until you see what these offers do to your promotional velocity!

**STRONG PARTNERS.** With partners like Duracell, Intel and Corel we bring worldwide leaders to your memory and consumer electronic departments. Brand power, technological leadership and cutting-edge software all converge under the Dane-Elec banner.

Thanks for your support of Dane-Elec. If you want to breakthrough your 2009 goals, call us at (888)-451-DANE. It would be our privilege to join your team.

Sincerely,  
Michel Hassan  
General Manager  
Dane-Elec Corp USA





## CUSTOM RANGE

Dane-Elec has the broadest range of unique, fun, provocative USB housings in the industry. Contact an Account Manager to customize a product line that speaks to your customers and demographics.



### Capless

Capless USB is the perfect any time, any place flash memory solution. The silky, rounded case is designed to slide open, not off, so you won't lose your data... or your cap!

- Available up to 32GB

## ORIGINAL RANGE



### zMate

The shiny, silky and tactile nature of the zMate gives it that certain something that consumers want to own and just can't put down. The case is rubberized and brings a unique luminescent quality to the finish. Available in the entire Pantone range!

- Available up to 16GB



### zLight

Tight, clean and modern, with a profile that is clearly up to date and has a personality to match. This device is cool, contemporary and appealing to a broad range of consumers.

- Available up to 16GB



### Jelly

This semi-transparent, futuristic-looking memory stick marries fantastic aesthetics with tremendous function and utility. Clip it on your backpack or key chain or stick it in your pocket.

- Available up to 16GB

## ORIGINAL RANGE



### Dog Tag & Thin Dog Tag

Two versions make a hip urban statement. Wearable technology for a new fashion conscious generation. Embossed chrome and rubber with classic chain.

- Available up to 16GB



### Jellybean

Gummy and translucent fun. Available in dozens of bright pastels. Just don't eat it!

- Available up to 4GB



### Poker Mate

This unique design isn't just cool to look at, it's also intelligently engineered. When closed, this USB memory device is a great looking poker chip. When open, it safely stores up to 2GB of important data.

- Available up to 2GB



### zMetal

zMetal's solid design and slide-out opening system make it a durable, safe and visually appealing flash memory solution. It's pleasing shape and smooth, polished metal track are mesmerizing.

- Available up to 4GB



### zMate Plated Golf, Plated Chrome or Camo

Merge a timeless shape with clever and sophisticated detailing and the sales soar. Available as blank media or as content-laden bundles, these products capture your customers attention and dollars.

- Available up to 16GB



### Irony

The ultimate in flashy fashion with its metallic, jewel-encrusted case. The Irony is alluring and a stunning departure from a shape of basic utility. It can be worn as a pendent or on a key-ring.

- Available up to 4GB



### Carabiner

Bold and bright make a young, clean design statement. Molded-in color and large imprintable area offer endless possibilities. Can be packaged with cool carabiner key chain.

- Available up to 16GB



### Candy

Molded-in color, durable design and creative POS display options make this a promotion and check lane platinum best-seller. Available in MB capacities for unbelievable price points.

- Available up to 256MB



### Riviera

The Riviera flash drive stores data safely and transports it in style. The design is classic and classy with just a hint of snooty fun!

- Available up to 4GB



### Eraser

You'll almost smell the chalk dust and crayons when you pull out your real eraser-encased USB drive. Great back-to-school promotional item.

- Available up to 16GB



### Twist

The unique form factor of the Twist hides and protects the flash memory card inside, keeping data safe and secure within. It's conveniently sized, holds up to 4GB and it actually opens like a lipstick!

- Available up to 4GB



## NO LIMIT MEMORY SOLUTIONS

With Dane-Elec "No Limit" USB Flash Drives, access a whole world of additional memory storage and services on the web. In addition to the added value of 1 GB on-line storage space free for 5 years, No Limit users can access other services:

### NO LIMIT COLLABORATIVE

Instantly set up a virtual network to share and exchange.

### NO LIMIT MIRRORING

Automatically backup files to your secure web space.

### NO LIMIT FULLY SECURE

Remotely shut-down your USB drive in the event of loss or theft.







COMPACTFLASH CARDS



CAPACITY

- 2GB
- 4GB
- 8GB
- 16GB
- 32GB

Standard CF

Due to their larger size they are generally the first card type to pioneer larger capacities and higher read-write speeds. Dane-Elec Flash offers a convenient range of CF cards to ensure that the reliability and performance you expect are available in thousands of convenient locations. Capacities up to 32GB.



CAPACITY

- 4GB
- 8GB
- 16GB
- 32GB

ProLine CF

Your customers with SLR cameras will appreciate the speed and power of the latest UDMA-capable, high speed CompactFlash cards. Data-transfer speeds as high as 400x(60MB/s) are possible with the newest multi-channel controllers and SLC NAND flash memory. Distinctive packaging and sustainable margins make this a must-carry. 4, 8, 16 and 32GB capacities.



SECURE DIGITAL CARDS



CAPACITY

- 1GB
- 2GB

SD

Dane-Elec SD cards provide all the quality and dependability you've come to trust from Dane-Elec, at a remarkable value. Available in both 1 and 2GB capacities, your customers can stock up on these cost-effective cards and use them to organize their digital assets around time periods or special events. All Dane-Elec SD cards include a 10-year warranty.



CAPACITY

- 4GB
- 8GB
- 16GB

SDHC

SDHC cards from Dane-Elec Flash meet all the standards of the SD Card Association 2.0 Specification for SD cards larger than 2GB. Current capacities include 4, 8 and 16GB. Dane-Elec SDHC cards offer Class 4 ratings, describing their optimal data-write transfer speed of 4MB per second.



CAPACITY

- 4GB
- 8GB
- 16GB

ProLine SDHC

Dane-Elec ProLine SDHC cards optimize write performance to ensure that you capture more hi-resolution digital images or digital video. Available in the highest possible speed class, currently Class 6, these cards can transfer image files from camera to card at an impressive rate of 6MB per second. Current capacities include 4GB, 8GB and 16GB.



COMPACTFLASH

CompactFlash (CF) cards are the older, bigger brother in the flash memory family. Due to their larger size they are generally the first card type to pioneer larger capacities and higher read-write speeds. Your SLR and Digital Camcorder customers will appreciate the huge capacities and fast write speeds offered by Dane-Elec CompactFlash cards.

SECURE DIGITAL

Secure Digital (SD) cards have become a staple of modern digital life. The cards offer remarkable data density, with capacities as high as 32GB. Capable of thousands of read-write cycles and used to carry any type of digital file from device to device. SD slots are found in digital cameras, PDA's, smartphones, laptop computers, music players, GPS navigation units, digital video camcorders, game consoles and even car stereos. Dane-Elec offers a complete line of capacities and speeds, sure to meet your specific requirements.







MICROSD™

microSD cards fulfill all the promises of the SD card format, but in a remarkable and highly adaptable size. Now proliferating through smartphones, MP3 players and GPS devices, microSD cards will be your sales leaders in 2009. Stock a complete line of capacities and watch your sales grow. All Dane-Elec microSD cards come with a 10-year warranty.



MICROSD™/MICROSDHC™



CAPACITY

1GB  
2GB

microSD™

Standard microSD cards in 1 and 2GB capacities are the most universally compatible and relevant products for most smartphone and portable device users. Sold as a stand-alone card or in a variety of adapter combination packs, described below.



CAPACITY

4GB  
8GB  
16GB

microSDHC™

microSDHC cards from Dane-Elec Flash meet all the standards of the SD Card Association 2.0 Specification for SD cards larger than 2GB. Current capacities include 4, 8 and 16GB. Dane-Elec microSDHC cards offer Class 4 ratings, describing their optimal data-write transfer speed of 4MB per second. Sold as a stand-alone card or in a variety of adapter combination packs, described below.



Universal Connectivity Kits

Extend your product range with microSD cards sold with extremely useful adapters. The +1 Kit includes the adapter to full-size SD, so the microSD or microSDHC card can be used or read just like a conventional SD card. The +2 Kit includes the SD adapter and unique USB card-reader/adapter. The microSD card can also function as a USB data drive for even more utility and value.



MULTI-CARD READERS



6 in 1 Reader

Small and pocketable, this slim flash memory card reader provides quick downloads and uploads to any cards in the SD or MMC family, including SDHC. Reads and writes to SD, SDHC, miniSD\*, miniSDHC\*, microSD\*, microSDHC\*, MMC, MMC Plus, MMC Mobile\* and RS-MMC\*. Compatible with Windows (2000 and later) and Mac (10.2 and later).



15 in 1 Reader

Clean off cluttered desks with a single flash memory card reader capable of reading all 15 prevalent flash memory card formats including the newest SDHC. The reader supports hot plug-and-play (no restart required) and is powered by the supplied USB cable with no external power required. Compatible with Windows (2000 and later) and Mac (10.2 and later). Reads the following formats: Slot 1: SD, SDHC, miniSD\*, miniSDHC\*, microSD\*, microSDHC\*, MMC, RS-MMC\*, MMC Mobile\*, MMCPlus. Slot 2: XD, SmartMedia. Slot 3: Compact Flash Type 1 and 2, MD. Slot 4: Memory Stick (MS), MS Duo\*, MS Pro, MS ProDuo\* \*With Adapter.



Free Music Download Offer

Available for successful and distinctive promotions, certain specially-marked Dane-Elec Flash Memory products include five free music downloads. Choose from more than 3 million songs on the Dane-Elec entertainment library of hits from most of the major recording studios. Songs are available in MP3 format for Mac and iPod and WMA format for Windows and most other players. (Not all songs are available in both formats). Check out the Dane-Elec Music Store at [www.Dane-Rewards.com](http://www.Dane-Rewards.com).







HIGH DENSITY DRIVES (HDD)



CAPACITY

320GB  
500GB

The Mobile Library

External Hard Drives

The perfect laptop back-up device. At price points to be a "best-seller!" With bonus content to enhance and enjoy your photo, music and video library! One-touch back-up makes data security a snap!

- Colorful
- Slim, lightweight, soft-touch skin
- High Speed USB 2.0
- Includes PC CLONE EX Lite OTB software
- Easy to use and install



CAPACITY

500GB  
1TB

The Desktop Library

External Hard Drive

Every desktop computer is a candidate for this robust back-up and expansion hard drive. With bonus content to enhance and enjoy your photo, music and video library!

- High Speed USB 2.0
- Includes Nero BackitUp4
- Easy to use and install



CAPACITY

500GB  
1TB

The Entertainment Library

Multimedia Hard Drive

The next step in enjoying a rich home media center. Enjoy our favorite movies, photos and videos on your TV, stereo and portable devices from one central location!

- Supports any TV or PC video format (HDMI compatible)
- Network and access all your storage and media devices (powered by NDAS)
- Supports wireless media streaming from Networked-PCs (WiFi)
- Includes Nero Movelt software to easily transcode your media to virtually ANY player

SOLID-STATE DRIVES (SSD)



CAPACITY

80GB  
160GB

Dane-Elec Laptop SSD Migration Kit

2.5" Multi Level Cell Solid-State Drive

Everything you need to migrate your laptop drive to the incredible Intel x-25 Main-stream SSD. The ultimate laptop computer upgrade. Simple migration software to duplicate your boot drive to your new SSD. External housing and cable to convert your old internal drive to a portable external back-up unit.

- Incredible R/W speeds
- Extended battery life
- No mechanical parts
- Lower weight
- High reliability
- Quiet operation



CAPACITY

32GB  
64GB

Intel® X25-E Extreme SATA Solid-Sate Drive

2.5" Multi Level Cell Solid-State Drive

The introduction of Solid-State Drives into the enterprise storage systems.

- Highest performing SATA SSD in the market
- Enterprise class reliability
- Incredible energy cost and space savings



HARD DRIVES

Dane-Elec is shaking up the Hard drive market the same way it rewrote the game of flash memory. Unique products, partner friendly pricing and a single, reliable supplier mean you don't need to look any further for any memory product.

Our HDDs and SSD line covers the marketplace; from massive 1TB, to wireless multimedia players, to pocket-friendly portable, to solid-state drives, we've got you covered.

HDD LINE FEATURES

- Portable, desktop and exciting new Multi-Media versions
- High Speed USB 2.0
- Easy to use and install
- Powerful back-up and value-added media Software

SSD LINE FEATURES

- Complete drive migration kits
- Incredible R/W speeds
- High reliability
- Highest performing SATA SSD in the market
- Incredible energy cost and space savings







THE NEXT LEVEL

Dane-Elec has taken flash memory to the next level by offering valuable, free, full-version content on flash drives! With a steady stream of innovative, industry-leading offers, Dane-Elec memory products sell faster and at higher margins.

From games to music, movies to productivity software, Dane-Elec has partnered with the industries biggest players to present the most comprehensive offerings imaginable. Target the young adult consumer with hit Tom Clancy games. Market Corel productivity software to the business professional. The possibilities are endless with Dane-Elec!

SOME CURRENT CONTENT PROVIDERS INCLUDE:

- Corel
- Britannica
- Ubisoft
- Defendgate
- Puretracks
- Globalstar
- Nero
- Lifetek



DANEREWARDS.COM



DaneRewards  
*Taking it to the next level*

Dane-Elec has taken the pre-load concept to the World Wide Web! New in 2009 – www.DaneRewards.com - is the first of its kind, flash-based consumer rewards program. It's all about choice so let the consumer decide what they want as added-value: be it 10 songs, 1 game, 2 movies or 1 book.

Dane-Elec and Puretracks have already offered consumers this choice in music to the tune of over 1 million flash pieces sold in 2008 alone. Using this proven business model, DaneRewards.com offers hit music, blockbuster movies, best-selling games and more from our all-inclusive site.

*By offering the consumer choice, the consumer chooses Dane-Elec every time!*

LIFETEK AND DANE-ELEC



Vital Identification Records  
*When minutes count*

Protect your most valuable asset – LIFE. Dane-Elec has partnered with LifeTek to create Xanos™ – a secure flash storage device that compiles all of your vital child identification records. Having the ability to immediately transmit vital data to law enforcement will enable the recovery efforts for a missing child to begin within minutes, rather than hours or days.



UBISOFT AND DANE-ELEC



Six Hit Gaming Titles  
*Full version games on USB flash drives*

Ubisoft and Dane-Elec have partnered to offer six hit gaming titles on themed USB flash drives. These full-version games include: Tom Clancy's Splinter Cell Ghost Recon, Rayman Raving Rabbids 2, Brothers in Arms: Road to Hill 30, Blazing Angels: Squadrons of WWII, Tom Clancy's Rainbow Six Lockdown and Imagine Fashion Designer.







zPEN

Using advanced digital acoustic technology, the USB receiver works with any paper – no special dotted paper or pad required. Store thousands of pages on the receiver, which also doubles as a USB flash drive to store other files while you work.

- Wireless, digital pen with 1GB USB receiver
- Included NoteSearch software\* searches notes by keyword without learning your handwriting
- Digital acoustic technology works with any paper – no special paper required
- Store thousands of pages

\* NoteSearch is PC compatible only. Mac version coming soon. Viewer/PDF converter application works with PC and Mac OS.



WIRELESS DIGITAL zPEN



CAPACITY

1GB

zPen

*Work smarter, not harder*

With the wireless zPen from Dane-Elec, your handwritten notes are effortlessly captured from any paper to your computer. Quickly convert text, diagrams and drawings into digital notes that you can then organize, search by keyword, and edit using the newest version of NoteSearch software (free with zPen).

