

picture keeper USB Device Makes It a Snap to Save Images

- Simply plug the USB drive into a computer and click the “Start Backup” button
- The device automatically finds and copies all images with jpeg/jpg extensions on the computer
- Folders and subfolders are copied just as they are on your computer, making it easy to find files once they’ve been copied onto the Picture Keeper.
- Software resides and runs on the device – no installation required.
- The same device will work with MAC and PC.

Backing-up digital images is one of those nagging tasks that always seem to be on the to-do list, despite its importance. Maybe it’s the time it takes to search through every folder to find images, or the lingering questions of “Did I save it right?” or “Did I get everything?” that make people drag their feet. The Picture Keeper is the simplest of solutions. Plug it in, and with one click it searches for every image on a computer and uploads them to a USB flash drive for safekeeping. Digital cameras make it easy to snap dozens of pictures at a birthday party, or a thousand pictures during a vacation, but it’s easy to forget about backing up digital images until it’s too late.



Sudden events like a computer crash, fire or theft can’t be predicted, but you can prevent against total loss by backing up digital images often and keeping those in a safe place (separate from where your computer is.)

Using CDs for storage is one option, but they’re susceptible to scratches—rendering the data on them useless.

Standard USB flash-drives work, and have greater storage capacity than CDs, but they don’t address the problem of finding all of the images on a computer, nor can they help identify newly added images since your last backup.

Considering the time involved just searching for images on a computer, it’s no wonder many people put it off for a rainy day.

With Picture Keeper, users plug the USB drive into a computer and click the “Start Backup” button. The device automatically finds and copies all images with jpeg/jpg extensions on the computer. **Folders and subfolders are also copied just as they are on your computer, making it easy to find files once they’ve been copied onto the Picture Keeper.**

Since Picture Keeper’s program runs from the device and not the host computer, it’s possible to add images from multiple computers, Mac or PC, without having to download software to each computer. Advanced Options allow users to specify alternate file types and search in additional locations on the computer, to ensure that everything you want to keep safe has been copied.

Another problem with backing-up digital images that the Picture Keeper fixes is trying to keep straight which photos have already been saved. If a few weeks or months pass between backups, there’s no easy way to verify what’s already been saved, other than going through the backup folder-by-folder. Picture Keeper takes out the guesswork, since it can be used to update a pre-existing backup. Just



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plug it in, hit "Start Backup," and the Picture Keeper will only copy new or recently altered images to the device.

Picture Keeper can even be used in digital frames and at photo development stations (kiosks) found in many retailers across the country. Just plug the device into the standard USB slot for access to the images stored on the device, no fumbling with multiple camera cards needed.

Picture Keeper is currently available in a variety of sizes:	RRP
Picture Keeper 4PK - Holds up to 4,000 (approx 1MB) images.	\$59.99
Picture Keeper 8PK - Holds up to 8,000 (approx 1MB) images.	\$99.99
Picture Keeper 16PK - Holds up to 16,000 (approx 1MB) images.	\$139.99

ABOUT PICTURE KEEPER

USA based inventor Matthew Stanchie knew there had to be a better way to backup digital images. Despite working for Hewlett-Packard, the thought of backing up his personal photos gave him a headache, and he could only imagine what others without a background in computers went through. So, he created a user-friendly solution that automates the task (making sure to get the approval of an evaluator from his target demographic—his wife). Picture Keeper plugs into any PC, including Macs, and copies all images with one click. With Picture Keeper, it's a snap to save!

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