

From U.S. the new SimpleDrive storage solutions designed by Pininfarina



Fabrik, Inc., the provider of innovative storage and online content sharing solutions, today announced that it is now shipping a new desktop family of SimpleTech SimpleDrive™ external storage and backup solutions designed by Pininfarina. The SimpleDrive desktop family leverages the success of the company's portable SimpleDrive solutions launched last year, also designed by Pininfarina.

“Like high-end sports cars, we set out to combine performance and aesthetics in these desktop storage products” said Paolo Pininfarina, Deputy Chairman of Pininfarina Group and CEO of Pininfarina Extra. “With its unique shape and smooth lines, the new SimpleDrive family is designed to catch attention. Paired up with the engineering under the hood, and they're true trophies of technology.”

The SimpleDrive desktop family's slim form factor and rich colors (including fire red, pearl white, sapphire, onyx and charcoal gray) add elegance and style to the home or office, while addressing the growing need for storing, protecting and sharing digital media content. Mac and PC compatible, they're designed for quiet operation and come in capacities of 60GB, 80GB, 120GB and 160GB.