

Iomega® SuperHero™ Backup and Charger for iPhone®



Description

Short – The Iomega SuperHero Backup and Charger for iPhone lets you secure your contacts and photos plus recharge your phone while you relax. Without connecting to a PC just insert your phone in the docking station and it will automatically backup your *contacts* and *camera roll* photos and recharge your phone battery at the same time. It's made for Apple iPhone so you know it will work seamlessly with your phone. If your iPhone is lost or stolen, you can easily restore your contacts and photos from the SD card (4GB capacity) included with the device. Plus, it charges & backs up contacts and photos from the latest generation of the iPod touch® too! The Iomega SuperHero is protected by a 3-year limited warranty when you register your product.

Long - Your favorite people – family, friends, and business contacts and their photos are all stored on your iPhone. What happens if it gets lost or stolen? Without connecting to a PC the Iomega SuperHero Backup and Charger for iPhone lets you secure your contacts and photos plus recharge your phone while you relax. This compact device sits easily on your counter or desktop and plugs into your wall outlet. Just insert your phone at a convenient moment and it will automatically backup your *contacts* and *camera roll* photos and recharge your phone battery at the same time. A progress bar lets you know when your backup is complete. It's made for Apple iPhone 4, 3GS, 3G, and iPod touch (4th generation) so you know it will work seamlessly. If your iPhone is lost or stolen, you can easily restore your contacts and photos from the SD card (4GB capacity) included in the Iomega SuperHero and put them on your new iPhone. Plus, it charges & backs up contacts and photos from the latest generation of the iPod touch too! SD card is upgradeable if you need more capacity. The Iomega SuperHero is protected by a 3-year limited warranty when you register your product.

Features

- **Secure** - Backup your contacts and photos with 4GB of SD card capacity; Restore them to a new iPhone if yours is lost, stolen, or destroyed
- **Easy to use** – Without connecting to a PC just place your phone in the dock to backup and recharge your phone at the same time; When backup is included as part of your routine, your contacts and photos are more protected!
- **Convenient** - A progress bar lets you know when your backup is complete; Set reminders so that you back up & recharge on a regular basis; Upgrade your SD card to a higher capacity if you need more backup storage in the future; Use with the iPod touch (4th gen) too!
- **Compact and portable** - So compact you can take it with you when you travel for business or pleasure



Made for iPhone 3G, 3Gs, 4, and iPod touch 4th generation

System Requirements

- Apple iPhone (3G, 3Gs, 4) or iPod touch (4th generation)
- Mac OS 4.0 (to backup photos)
- SuperHero Backup App (free via download on Apple App Store)

Other

Region – EMEA

Scheduled First Ship Date – December 15, 2010

Limited Warranty – 3 Years with Product Registration

Package Contents

- Iomega Backup and Charger
- Power supply and cable
- 4GB SD card
- Free iPhone app (via download on Apple App Store)
- Quick Start Guide
- Information booklet
 - Apple products sold separately

** Music, videos, and calendar not included in SuperHero backup or restore function

Unit Information
 9.0 x 9.0 x 2.0 (cm)
 0.14 kg

Single Package Information
 12.7 x 12.7 x 7.6 (cm)
 0.40 kg

Master Carton Information
 27.4 x 24.9 x 15.4 (cm)
 2.8 kg
 6 units per pack

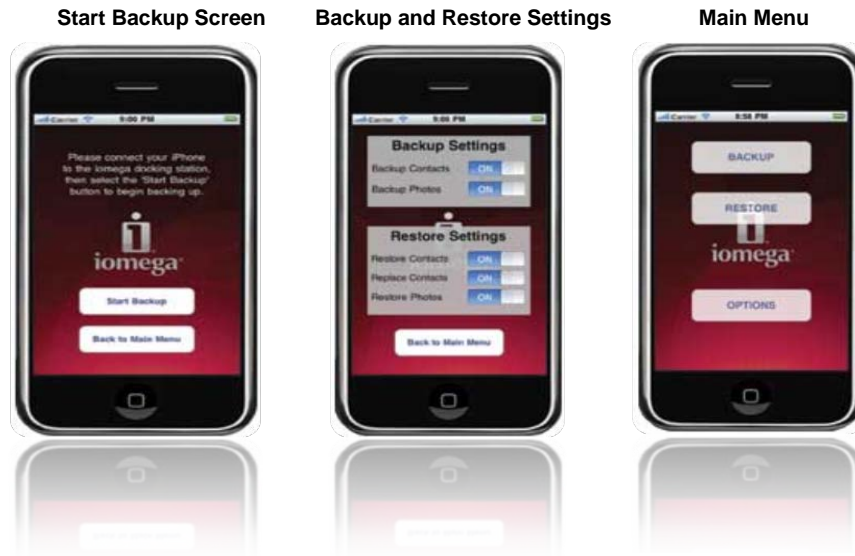
Pallet Information
 120 x 80 x 150 (cm)
 316.3 kg
 12 packs per layer
 9 layers per pallet
 648 units per pallet

All dimensions L x W x H are approximations.

Ordering Information

SD Card Capacity	Color	Model Name	SKU	UPC
4GB	Silver	iomega® Backup and Charger for iPhone®	35290	4019976352903

iPhone® App



Product Positioning Guide

The product is intended for iPhone users who do not connect and sync to iTunes, but instead charge the phone using the wall plug and, as a result, never have redundant copies of their contacts and Camera Roll (user-generated) photos. This product will allow them to easily dock their phone and back it up while charging it.

Customer Profile

iPhone® users who do not connect and sync to iTunes, but instead charge their phone or iPod touch using the wall plug. These are not early adopters or technophiles. They rely on simple, easy-to-use solutions. The device is portable so can be taken for travel without a laptop.

- **Mobile users** who store everything on their phone and travel frequently. They may not take their laptop on trips and want an easy way to charge and secure the information on their phone. Also due to travel, chances for iPhone loss are greater so they feel more secure having a backup.
- **Home users** who store all their contacts, videos and photos on their phone and don't want to lose them.
- **Mac Enthusiasts** who enjoy everything Apple but want an easy way to backup and charge that frees up their laptop.

Keywords

- iPhone
- touch
- iPod
- phone backup
- phone charger
- backup phone photos
- backup phone contacts