



## NEWS RELEASE

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**IMATION SELECTS WIQUEST WIRELESS USB SOLUTION  
FOR NEW CLASS OF WIRELESS PERSONAL AREA STORAGE DEVICES**

**ALLEN, Texas – September 18, 2008** – WiQuest Communications, Inc., the acknowledged worldwide leader in WiMedia-based ultrawideband (UWB) solutions, today announced that WiQuest's complete Wireless USB solution has been selected by Imation for the company's new Apollo™ Pro WX external hard drive – a high-performing, wireless personal area storage device that offers a secure, no-touch, wireless backup solution for hassle-free back-up and storage of personal data.

"In a mobile notebook PC environment, the frequency in which consumers perform important incremental backups is affected by the hassle of finding and plugging in a USB cable", said Steve Dwyer, hard disk business manager, Imation. "Now, the Apollo Pro WX drive offers Wireless USB enabled WiQuest technology, coupled with Imation's integrated backup software. This solution allows consumers to take advantage of the simplicity of USB plug-n-play for mass storage devices, along with automatic backup of personal data – without the hassle of cables."

The Apollo Pro WX comes equipped with incremental backup software that allows consumers to automatically backup their notebook PC. As the notebook PC comes "into range," of the Wireless USB hard drive, the software can either perform an immediate backup upon wireless connection or perform the backup at the next scheduled time.

The Apollo Pro WX will utilize WiQuest's complete Wireless USB solution. Compared with other multi-vendor Wireless USB solutions, WiQuest reduces time to market and risk by providing every component of the solution including silicon, reference designs, application software, firmware and drivers.

"By supporting Imation's next generation mass storage devices, WiQuest continues to demonstrate its commitment to providing field proven Wireless USB solutions to expand the Wireless Workspace," said Todd Brown, vice president of sales at WiQuest. "The integration of WiQuest's proven Wireless USB



technology with Imation's data storage expertise delivers an exciting new class of easy to use wireless devices."

The Apollo Pro WX will be available in Q4 where wireless USB-enabled laptops are sold and at authorized Imation distributors, wholesalers, resellers and retailers.

#### **About Imation Corp.**

Imation is a leading global developer and marketer of branded offerings that enable people to capture, save and enjoy digital information. Our world-class portfolio of digital storage products, audio and video electronics, and accessories reaches customers through a powerful global distribution network. The result is a company with strong commercial and consumer businesses and continued long-term growth and profitability that creates shareholder value. Imation Corp.'s global brand portfolio, in addition to the Imation brand, includes the Memorex brand, one of the most widely recognized names in the consumer electronics industry, famous for the slogan, "Is it live or is it Memorex?" and the XtremeMac brand. Imation is also the exclusive licensee of the TDK Life on Record brand, one of the world's leading recording media brands. Additional information about Imation is available at <http://www.imation.com>.

#### **About WiQuest Communications**

WiQuest Communications, Inc. has been named the number 1 ultrawideband (UWB) complete solutions provider as reported in [ABI Research's 2008 UWB Vendor Matrix](http://www.abiresearch.com/products/vendor_matrix/Ultra_Wideband_IC_Vendor_Matrix) ([http://www.abiresearch.com/products/vendor\\_matrix/Ultra\\_Wideband\\_IC\\_Vendor\\_Matrix](http://www.abiresearch.com/products/vendor_matrix/Ultra_Wideband_IC_Vendor_Matrix)). WiQuest's complete solution portfolio includes silicon, software and manufacturing designs. WiQuest's world class technology and technical support enable a new class of "off-the-shelf-production" wireless connectivity to PC, digital entertainment, consumer electronics and mobile systems.

Founded in September 2003, WiQuest's strong team comprises thousands of years of collective industry semiconductor, software, and systems experience, resulting in dozens of successful high-volume product implementations including Wireless LAN, DSL and Ethernet solutions. To learn more about WiQuest, please visit [www.WiQuest.com](http://www.WiQuest.com). For information on the latest products available with Wireless USB, visit [www.WhyAreYouWired.com](http://www.WhyAreYouWired.com).

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