

# ONSTREAM APPOINTS FLASHPOINT AS DISTRIBUTOR FOR DESKTOP AND SERVER STORAGE PRODUCTS

Submitted by: Pleon

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OnStream Inc., manufacturers of high-capacity removable storage solutions for workgroup servers and power desktops, has appointed leading PC components distributor Flashpoint as a UK distributor for its range of products. The announcement signifies a move by OnStream to extend its reach to the UK OEM and reseller market, allowing it to build on its current success in this marketplace.

OnStream entered the European marketplace with its range of cost-effective storage solutions in March 1999. Since this time it has pursued an aggressive distribution strategy, establishing relationships with a number of European distributors and catalogue resellers. This most recent announcement offers OnStream a new channel to market with a distributor that specialises in promoting and marketing a diverse range of products.

Syd Viridi, vice president, OnStream, Europe, said, "Our relationship with Flashpoint will allow us to address a key new market sector. Its experience and strength in the OEM and reseller channel, together with its impressive market penetration makes it the ideal partner. We are confident that together, we will build on the current momentum and market acceptance we are experiencing with our products in the UK."

The relationship covers OnStream's entire range of 30GB and 50GB digital storage solutions, which include both internal and external devices. The drives, which are based on Advanced Digital Recording (ADR) technology, offer ultra-high-capacity solutions for desktop users, combining speed and convenience, and cost-effective back-up solutions for the workgroup server market. Flashpoint will also distribute OnStream's 70GB ADR Drive when it becomes available later this year.

Sukh Rayat, managing director, Flashpoint said, "We are delighted to have this opportunity to add OnStream's high quality storage solutions to our existing product ranges. Our strength as a leading-edge PC component distributor, and our truly customer-focused approach, will help build the

OnStream brand and increase its market potential. We will work closely with both OnStream and our channel partners to market and sell the solutions, and are confident that OnStream will experience increased channel sales as a result of the partnership."

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About OnStream OnStream, Inc. was incorporated in 1998 to deliver affordable, high capacity removable storage solutions for servers, workstations and power desktops. The privately held, Colorado-based company is a spin-off from Philips Electronics of The Netherlands. Philips holds significant equity in the new company. Powered by its patented ADR technology, OnStream's products offer up to 70 gigabytes of capacity and target the growing need for solutions that can deliver the right blend of capacity, performance, reliability, and convenience - all at prices that make sense for today's power desktop and workgroup server computer customers. For more information visit OnStream at [www.onstream.com](http://www.onstream.com).

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About Flashpoint As one of Europe's fastest growing PC component distributors, Flashpoint provides a 'one-stop shop' with a diverse range of products for system builders, OEMs and Value Added Resellers in the PC market. The company's key franchises include AMD, ATI, Cyrix, Hyundai, IDT, Micron, Philips and Sony. Founded in 1994 and based in Slough, Flashpoint's annual turnover now exceeds \$100m. Flashpoint is part of the SEI Macro Group of companies.