

# Syncables Launches into Europe

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Syncables™, a privately-owned, global provider of content management, mobility and syncing solutions, today announced the next phase of its expansion plans with its official launch into Europe. Software industry veteran, Harm Meyer, is leading the sales and marketing efforts for Syncables across Europe.

With analysts predicting continued growth in the netbook and smartphone markets, the proliferation of digital content and information across multiple devices creates a dilemma for consumers. Syncables' products respond to this issue by enabling consumers to synchronise, share, and manage content, offline and online, between multiple computers, whether Windows, Linux or Mac, and portable computing devices, including mobile handsets, portable storage devices and media players.

With its range of patented and patent-pending technology, Syncables' product lines include both consumer applications and enabling-technologies for top tier customers including; PC OEMS; mobile handset ODMs; carriers and other services providers; and storage ODMs. The company also sells its consumer applications directly at <http://www.syncables.com>.

Harm Meyer, VP Sales and Marketing EMEA, Syncables said: "Our expansion into Europe signifies a key milestone in the strategic growth of Syncables. Consumer demand for synchronising, sharing, and managing data is exploding as the use of multiple devices, PCs and drives increases. Syncables is well-positioned to respond to this demand, and now with a European presence, our multi-language software applications are easily available to consumers in this region, in addition to hardware manufacturers that are looking to incorporate such technology into their future platforms and devices."

The European launch for Syncables is initially focusing on the UK, Germany, France, Spain and Italy, with additional regions following in due course.

For further information on Syncables and its product offerings, visit <http://www.syncables.com>.

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Notes to Editors:

High-resolution images of Harm Meyer and the Syncables logo are available on request.

About Syncables:

Headquartered in San Francisco, Syncables is a privately-owned company, funded by the Gallagher Group, under the company name Data Transfer LLC. Syncables is a global provider of content management, mobility and syncing solutions. The company's key products include both consumer and enabling technologies for the mobilisation, syncing and management of content between computers and portable computing devices including; mobile handsets, portable storage devices and media players.

Web: <http://www.syncables.com>

Twitter: <http://twitter.com/syncables>

UK Press Contact:

Peppa Sheridan

Peptalk Communications

+44 (0)1787 313822 / +44 (0)7725 121189

[peppa@peptalkcommunications.co.uk](mailto:peppa@peptalkcommunications.co.uk)

Twitter: <http://twitter.com/PeppaSheridan>