PogoPlug offers new free software version

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New Software and Devices Give Instant Access to Personal Content

San Francisco-based Cloud Engines™, the manufacturer of Pogoplug (http://www.pogoplug.com/), which is distributed in the UK by Widget (http://www.widget.co.uk), has released new software which turns any PC into a personal cloud that can be safely and securely accessed and shared from anywhere on the Internet for free.

The software comes in two flavours: a completely free version and the Premium version (which has a one-time cost), which adds instant streaming of multimedia to any mobile device.

Both can be downloaded from http://www.pogoplug.com/# (http://www.pogoplug.com/#)

In 2011 smartphones and tablets are poised to outnumber PCs, but the limited storage capacity of these devices prevent users from being able to carry all their content with them. Analysts predict that by 2013 the average household will contain four terabytes of personal content. Pogoplug helps mobile device users access this content.

Pogoplug in the UK

The award-winning Pogoplug product line now includes two software titles and two always-on physical devices, the award-winning Pogoplug device (part number POGOE02UK), as well as the highly regarded Pogoplug Pro (part number POGOP03).

These are distributed in the UK by Widget (http://www.widget.co.uk), and on sale through a number of high street and online retailers, such as John Lewis Partnership, Currys, PC World, Amazon, Expansys and Firebox.

All software and hardware products are powered by a free lifetime subscription to the Pogoplug service which adds important security and privacy functions. In addition, the service automates product setup, and unlike other remote access solutions, does not require changes to home network or firewall settings. Today the Pogoplug service manages over 40 petabytes of consumer storage in homes across the world — without auditing or viewing end-user content.

"This software will increase the popularity of the Pogoplug products we distribute," commented Widget Managing Director, Jo-Anne Foreman. "It provides a way for consumers to try the concept, before buying the hardware."

"Current cloud storage offerings allow people to store only a limited amount of their digital content and are encumbered with recurring fees and rigid terms of service. Pogoplug gives consumers the freedom and control to create their own personal cloud, hosted in the safety of their home, without fees or limits," said Daniel Putterman, President and CEO of Cloud Engines.

About Widget UK Ltd (http://www.widget.co.uk)

Widget UK Ltd (http://www.widget.co.uk) distributes a tightly focussed range of satellite navigation, networking and video products for manufacturers such as TomTom, Cisco and Cloud Engines. Widget UK Ltd sells only to trade (http://www.widget.co.uk), and not directly to the public. Its customers are UK retailers and resellers. including Staples, DSGi, Maplin, Comet, Amazon.co.uk, Dabs.com, Play.com, QVC, Ideal Shopping Direct, Computacenter and SCC.

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