

Memopal: technology and usability for online backup.

Memopal is a platform for protecting and organising your files on the Internet, that focuses on improving the user experience through technological innovation.

Memopal (www.memopal.com) has issued a statement regarding "Security and cloud computing" through the company's *Chief Information Security Officer*, Andrea Cecchetti. According to Mr Cecchetti, "after millions of users around the world lost access to their web based e-mail last week, there has been a lot of discussion about services that allow users to keep files online. The most common question is: can we really rely on cloud computing? The experts say: *keep your head in the clouds but one foot on the ground, with a copy of your important files stored both locally and online.*"

Online backup gives users security and in particular offers File Backup, Storage and Sharing services that go beyond simply copying files on a computer to the Internet. Memopal is a service based on cloud infrastructure that provides users with a backup set that is constantly synchronised with the files on their personal computer. All this is thanks to weighted file-crawling technology and TurboUpload. Users can transfer the files they are working on and have immediate access to them.

The Memopal client program automatically monitors the bandwidth of the Internet connection and the CPU available for the backup through an auto-throttling system. However, if you're in a hurry to finish the backup or want to dedicate bandwidth to something else, you can override it and "manually" determine what resources to dedicate to the backup. The Memopal platform is able to handle large files (over 4GB) through a segment-based file transfer system that allows for modular use of the available bandwidth and server-side reconstruction.

Memopal simplifies access to files and, thus, their possible restoration, through two cloud access methods. The first is based on DAV to improve the user's interaction with the saved files, and the second is based on a web file system manager that offers preview, sharing and download functions. Thanks to its cloud filesystem (MGFS), Memopal can store over 1 billion files, reproducing the same paths as those on the personal computer, with the maximum security provided by an encrypted repository.

If you're worried about the growing number of files you've placed on online, Memopal has integrated a file search system into its web interface that allows you to access files without knowing the path itself. Memopal is configured as a cloud sharing service that frees e-mail systems from large attachments through technology that transforms the files to be shared into links that can be accessed from the Internet with expiration dates and access controls.

Andrea Cecchetti maintains that "soon our platform will be ready for cloud sync. We want to keep files from different personal computers synchronised through a backup set that users build over time and, if their files are really big, there will also be new functions created specifically to meet their needs."

The company:

Memopal's mission is to protect and organise user files. Memopal spends the largest part of its resources on technological innovation and usability research to improve the user experience. Memopal has customers and partners in over 45 countries around the world and has been cited as a successful case study by numerous newspapers, blogs and web sites. For media enquiries, please go to: <http://www.memopal.com/en/press-and-news.htm>

Lucia Bracci

Press office manager

Phone: + 39 06.90254250

Mobile: + 39 349.5565037

E-mail: press@memopal.com

Davide De Guz

Marketing and communications director

Phone: + 39 06.90254255

Mobile: + 39 338.8691424

E-mail: davide.deguz@memopal.com