

## The revolution of digital content protection...

In the last Millenium , with the evolution of writing, **the tools used for information storage** (stone, paper, hard disk, etc.) **have changed**: They can store an ever-increasing amount of information, but are increasingly less durable. The few lines of text recorded in stone will endure for millennia; paper allows the preservation of many pages of words for a few hundred years while the average life of a hard disk, which contains millions of characters, lasts a few years.

Memopal ( [www.memopal.com](http://www.memopal.com) ), the new system of Online Backup (saving data on the internet) was born from the creativity of an entrepreneur and an engineer, both Italian, has reversed this historical trend thanks to a new concept in remote storage.

Today, in fact, an algorithm was patented that allows transfer over the internet and protection of digital information in an absolutely revolutionary way: **Greatly reducing the space necessary for storage, the system allows you to keep all versions of your data for a period of very many years. .**

*The logic used by Memopal is simple and part of the concept that " **each of us has on our computers files that are similar to those of other users**". So why save the same information every time? Instead, why not store the part of the file that is the same for all users just once, and then save only the changes? This not only saves an unbelievable amount of space, but also bandwidth and connection time and the system becomes more efficient and economical.*

In practice Memopal divides the data into files that are tiny compared to those already in the system: Only if they don't match any existing files are they saved in the "great online archive" (Logical Data Compression).

All software, photos, digital documents, music, video, etc., all variations and all new versions are protected with an incredible efficiency and an elevated economy of resources, but the most important thing is that the marginal unit cost diminishes with the addition of uses and data saved.

**Thanks to Memopal the historical trend, "more data equals shorter duration" is reversed. Today to increase stored information increases its duration** (and both of these things tend virtually to infinity). In fact with Memopal the more users, the more effective the saved data compression. **It is therefore not necessary to delete any information.** Traditional storage systems, on the other hand, tend to limit the amount of data saved and the time period of storage in order to save space and therefore money.

Security is guaranteed through 128 bit key encryption (the same technology used by the major online banks). In addition, files will be saved in three large archives, each on a different continent (North America, Asia, Europe). Even an unlikely natural catastrophe on any one of these continents will not prevent the system from functioning correctly. Memopal's objective, in the short term, is to lower the cost of storage for each user to less than that of their own home or office computer.

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