

Cellular Phonebook Backup Accessory

portable accessory

one-touch



**Your
Cellular
Phonebook Contacts
are now BACKED UP!**

battery-operated

The Dilemma



MAJOR CONSUMER FRUSTRATION

Gathering Lost Data: When a cell phone is lost, one loses contact; the whole world stops. Getting connected again requires calling, emailing and using any means necessary to gather contact information from business associates, friends, and family. In many instances, important numbers are lost, leading to potential social disasters and lost business opportunities.

Manual Input of Data Into New Cell Phone: Manually entering in dozens or hundreds of contacts into a new phone is a major hassle and a big waste of valuable time.



HIGH CONSUMER AWARENESS AND DEMAND

Nearly every cell phone user has already experienced or will experience a need for a data backup product resulting from:

- Cell Phone Loss
- Cell Phone Theft
- Switching to a New Carrier
- Upgrading Cell Phone

CURRENT TRENDS

CONSUMER CELL PHONE DEPENDENCY IS ON THE RISE

Cell phones no longer serve as mere communication devices - they are increasingly used as address books, calendars and organizers. As cell phones become more extensively used and phone replacement cycles are shortened, the data carried within cellular phones becomes more valuable and protection for it more essential.

CELL PHONE DATA LOSS IS A WORLDWIDE PROBLEM, WITH MILLIONS WAITING FOR A SOLUTION

In the US alone, nearly 37.5 million - 20% of cell phones are lost, stolen, or damaged every year. According to consumers, the most serious consequence resulting from phone theft, loss or damage is not replacing the phone itself, but replacing the data stored within the phone. With over 1.8 billion wireless subscribers worldwide, a simple product with the ability to instantaneously backup cell phone data without the use of a computer or software has massive market appeal.

CURRENT MARKET SOLUTIONS



Available Market Solutions are All Tangled-up: According to the Wall Street Journal, only 1% of consumers backup their cell phone data. The remaining 99% are unable to or unwilling to use complicated, often expensive, computer backup software programs and data cables as a viable backup solution. The current market is void of a simple, non computer-based backup solution.

“I had to spend all night trying to remember and input all my contacts’ info into my new phone. Even after e-mailing my friends, clients and associates, I realized that certain numbers would be gone for good. The entire process was both time consuming and annoying.”

BACKUP-PAL™

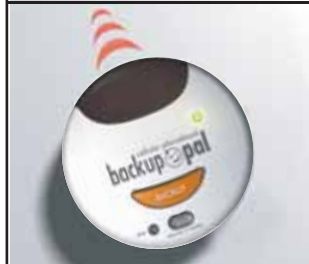
ONE-TOUCH, PORTABLE, BATTERY-OPERATED CELLULAR PHONEBOOK BACKUP SOLUTION

Introducing Backup-Pal™, the world's first consumer based portable and universal cellular phonebook backup device that does not require a personal computer, software installation, or monthly subscription to a carrier's data service. At the touch of a button, the battery-powered Backup-Pal™ instantly saves a backup copy of the user's contact information from their cellular phone.

UNIVERSAL CONNECTIVITY OPTIONS



Phone Specific



Infra-red (IrDA)



USB Phone

Universal Connectivity via Interchangeable Adapter:

Backup-Pal™ works with virtually any cellular phone and has been carefully designed to accommodate new phones as they come to market. When switching carriers or phones, Backup-Pal™ allows hassle-free transfer of contact data from one cell phone to another.



Actual Size

HOW IT WORKS

Easy to Use: Operates with the push of one button, requiring no technical expertise.

Step 1: Connect to Phone	Step 2: Press Backup
Done! Data backup is complete	

KEY END-USER BENEFITS AND ADVANTAGES

Peace of Mind

Protects valuable contact information, in case of cellular phone loss, theft, or damage

Time savings

Eliminates the need for re-keying contact information

No technical skills required

No thinking required: No software installation, no computer, and no cables. Just plug'N backup

PRODUCT SPECIFICATIONS

Power	three AAA batteries
Size	diameter: 2,7" (68mm); height: 1,0" (25,5mm)
Weight	2.75 oz (78 g)
Interface	IrDA, Serial, USB

"Backup-Pal is exactly what my customers are looking for. It's a simple product that requires no technical know-how. You just put in the batteries, attach the cable to the cell phone and press the backup button."



Is your cellular phonebook backed up?

CONTACT INFORMATION

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ABOUT ADVANCED WIRELESS SOLUTIONS LLC.

Early in 2003, Advanced Wireless Solutions LLC. recognized the need for a solution to the problem of data loss resulting from lost, stolen, and damaged cell phones, and data transfer problems associated with cell phone upgrades and switching carriers.

With that in mind, our tech-savvy R&D team went to work and created Backup-Pal™ - a simple, reliable, and affordable device that, for the first time, makes backing up cell phone data so easy, anyone can do it. Backup-Pal™ is small, light-weight, rugged and dependable. Simple on the outside yet technologically sophisticated on the inside, Backup-Pal™ was designed with an eye on the future, ready to adapt to the cell phone market of tomorrow. Backup-Pal™ appeals to hi-tech, lo-tech and no-tech users - anyone looking for a practical solution to the problem of backing up and transferring cell phone contact data.

The one-touch, portable, battery-operated Cellular Phonebook Backup Accessory



To view cellular phone compatibility options,
please visit www.backup-pal.com
or call (888) 847-0483

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BETTER TECHNOLOGY. BETTER PRODUCTS.