



## **Integral Memory announce Sleek, High-Speed, Metal USB 3.0 Flash Drive**

*Fusion 3.0, a new super-fast, metal, “leave-in” micro-sized USB 3.0 Flash Drive.*

**London, 5<sup>th</sup> August 2013** - Memory and storage specialist Integral has launched the Fusion USB 3.0 Flash Drive. Measuring a tiny 21x12x4.5mm and weighing only 3g, Fusion 3.0 is one of the smallest flash drives in the world.

The Fusion 3.0 Drive meets the demand for high-speed, high-capacity storage, in a compact and stylish flash drive. The low profile and non-protruding design makes the Fusion 3.0 ideal for “leave-in” multimedia environments such as Smart TVs, home and car audio, game consoles, laptops and tablets. The drive has been designed to fit easily and safely onto a key ring.

Describing the Fusion 3.0, Integral’s Senior Project Manager Francesco Riviuccio said, “The Fusion 3.0 is a conveniently sized flash drive that despite its size, does not compromise on durability or performance.”

### **Speed**

The USB 3.0 technology allows the Fusion 3.0 to perform “SuperSpeed” data transfers which, according to internal testing produce read speeds of up to 140MB/s and write speeds of up to 20MB/s (32GB capacity). Those speeds allow it to transfer an entire DVD quality movie in under a minute.

### **Compatibility**

While more effective when used in USB 3.0 devices, such as new USB 3.0 compatible Ultrabooks, the Fusion 3.0 drive is also backwards compatible with USB 2.0 devices.

Fusion 3.0 is compatible with:

- Windows XP, Vista, 7, 8,
- Mac OS X 10.2.8 and later
- Android (with compatible USB driver/app)

## **Pricing and Availability**

The Metal Fusion 3.0 is available from a number of online retailers including Amazon, MyMemory and KappTech. The 8GB version is available for £7.99, the 16GB version is available for £12.99 and the 32GB version is available for £21 (All prices are approximate and include VAT).

For further details on Fusion USB 3.0 Flash Drive [click here](#).

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If you require a review sample, please contact Integral Memory.

## **Public Relations**

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## **About Integral**

Integral Memory is a brand of Integral Memory plc, a company that began life in the UK in 1989 when, as Just RAMs plc, it supplied memory for very early PCs and data systems. Today the company designs and manufactures a wide range of memory and storage products encompassing DRAM, memory cards, USB drives, solid state drives (SSDs) and industrial memory solutions.

Integral is a truly global organisation with headquarters and R&D and testing facilities in the UK and offices in France, Spain, The Netherlands, the USA and the UAE. Resellers in more than 50 countries sell the company's products and customers include large corporates, government departments, educational institutions and a wide variety of business and personal users.

**For more information visit** [www.integralsmemory.com](http://www.integralsmemory.com)