

# Company Profile

May 2010



## Origin Storage Limited

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*Solutions you can rely on!*

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## Past Present and Future



**Origin Storage Limited** is a company born from the brand name Origin Storage Solutions, which covers the supply of Hard Drive Solutions to major computer manufacturers. Origin Storage Solutions have been selling successfully for eight years since the brand has been an individual business unit with separate budgets and P&L. As the business expanded a handpicked team was chosen to bring experience in component knowledge, compatibility, product sourcing and assembly. Origin Storage is now the complete package when it comes to the supply of all Storage related products.

As the business and opportunities have increased we are now working with our investors and partners to plan our future financial commitments through external investment. The management of Origin Storage Ltd see this an exciting time in our growth phase and look forward to our involvement in the growing computer storage arena.

In January 2006 Origin announced that it had acquired the rights and assets of Amacom Technologies in a deal signed following Amacom's voluntary liquidation in late 2005. The acquisition gave Origin the rights to manufacture and distribute Amacom's award winning range of portable data storage solutions including hard drives and portable optical drives.

Due to the overwhelming success of Origin Storage Ltd the company moved in late 2006 to larger premises. Expansion plans are now in place to grow our business over the next three years and look to increase market share for our branded solutions and to build up our partner network across Europe.

During the first quarter of 2007 Origin Storage Ltd has pushed ahead with expansion into Europe by opening a satellite office in the Netherlands. Our intention is to develop existing relationships with local language support and field sales. European expansion is a very exciting phase with major growth opportunities for Origin Storage Limited.

Financial Year 08-09 has seen a global downturn in all areas of trade and will continue into Financial Year 09-10. As a supplier of computer storage upgrades Origin is well positioned to cope with a downturn. The Corporate and SMB market is likely to insist on upgrading existing equipment and therefore offer Origin the opportunity to assist in the storage upgrade process.

Financial Year 09-10 will also see Origin introduce a range of FIPS approved secure storage devices Branded "Data Locker" and covering notebook and desktop systems, with an SSD based version due Q2 2010. Origin anticipates the move into secure storage will accelerate during this mobile data revolution and will be introducing Self Encrypting Drive (SED) solutions that are capable of encrypting the internal drive on all new and legacy based notebook and desktop systems.

During this trading year our internal software package had come under pressure due to the volume of orders and activity on our computer system. Because of the extra activity we have introduced a new Order & Stock Management system which will help our Sales and Operations cope with the additional volumes. The package is called "OrderWise" and will allow Origin to increase throughput and link into our European locations through 2010 and beyond.

Thank you for taking the time to read our profile and look forward to developing our business relationships in 2010 and beyond.

Kindest regards

Andy Cordial

A handwritten signature in black ink, appearing to read "Andy Cordial".

# Company Profile

## Product Ranges and Services



“ Origin Storage Ltd is one of Europe’s leading IT storage manufacturers for matched hard drive and encrypted solutions. Origin Storage prides itself on its ability to support legacy storage products and notebook accessories for all leading manufacturers. Origin has supported all major OEM’s for the past eight years and has worldwide supply links with tier one manufacturers. ”

Andy Cordial

## Encryption Products



### Data Locker - PIN Protected AES Hardware Encrypted USB 2.0 Hard Drive

The World’s Most Secure PIN Protected Portable Hard Drive

The Data Locker features a comprehensive set of innovative, proprietary technologies in order to provide users with the simplest to use, most secure portable hard drive on the market.

The Data Locker is the only portable hard drive which is 100% platform independent, all of its security measures are performed within the device itself. Unlike other secure devices which require authentication through the host system, Data Locker users must authenticate themselves via a touch screen LCD panel on the Data Locker to deactivate the security measures. Only after the authentication process is completed is the drive recognised or accessible by the host system. This allows the Data Locker to remain driverless and software free as well as being both PC and Mac compatible.

The Data Locker’s unique authentication system eliminates the threat of infected systems, keyboard loggers or brute force attacks. This authentication system coupled with hardware based 128 or 256 bit AES (CBC Mode) full drive encryption provides unparalleled security.

### Enigma SED - Self Encrypted Internal Hard Drive Upgrades

Incorporating the latest 256 Bit AES hardware encrypted 2.5” hard drives from Toshiba; the Enigma SED solution provides permanent full disk encryption on the fly. Each Enigma SED conforms to the latest Trusted Computing Group OPAL Self Encrypting Drive standards.

Enigma SED is a 100% compatible upgrade solution designed specifically for the corporate/SME market. Each Enigma hard drive is supplied with the correct fitting kit pre-mounted ready to fit straight into the laptop. Designed by WinMagic the Pre-Boot Authentication system not only allows the user to authenticate using a password and/or token combination but also removes the need for the drive to rely on the laptops BIOS which means that it is now possible to upgrade any SATA based system to an Enigma SED.



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[www.originstorage.com](http://www.originstorage.com)

# Company Profile

## Product Ranges and Services



## Storage Solutions

### NAS, SAN, iSCSI, & VMware®

Through our continued partnership with Thecus® we are able to bring new highly demanded technologies to the forefront of the market, technologies such as NAS & SAN along with newer iSCSI and VMware® compatible devices. Our close partnership with Thecus® has allowed us to bring new data storage devices with unrivaled capacities and also offer our own on-site warranty service.



In today's networked world, digital content is truly the most precious asset. At Origin we take pride in developing innovative storage solutions that keep data safe and secure. Our aim is to deliver high-quality NAS products that meet the storage needs of individuals and large organizations alike.

With the ever increasing demand for storage technology Origin will be there to provide complete solutions for all your storage needs.

### Quality Matched Drive Solutions



Origin Storage Ltd manufactures a full range of Quality Matched Drive Solutions for most major Branded Servers, Notebooks and Desktops. In order to make it easy to locate your specific drive solution Origin Storage Ltd has a full storage configurator on our website [www.originstorage.com](http://www.originstorage.com) All Quality Matched Drive Solutions come with three years advanced replacement warranty and also come with free pre and post sales technical support.

Origin has a pan European agreement with Dell to supply hard drive upgrades and external portable products through Dell parts teams and websites across Europe. As a focussed vendor in Dell we work very closely with the manufacturer to ensure compatibility across the complete range of Dell systems.

Any customer who orders from the Dell website for legacy machine upgrades receives an Origin Storage solution.

We are also expanding our direct relationships with tier one and two manufacturers and will make announcements as it happens.



### Third Party Fitting Kits

In this area Origin Storage Ltd is the UK's largest distributor of third party and universal fitting kits for storage upgrades in the UK.

With suppliers and manufacturers situated around the globe, Origin Storage stocks the majority of Fitting Kits needed for all major brands of machine, including Dell, HP, IBM, Fujitsu, Toshiba, Sun, SGI and more. Our knowledge on compatibility enables us to provide the correct Fitting Kit for your Notebook, Desktop or Server.



Our customer base in this market includes Third Party Solution providers, Corporate Resellers, Major Distributors and OEMs.

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## Product Ranges and Services



### 3rd Party Upgrades

#### Laptop Batteries and Mains Adapters

Origin Storage Ltd have partnered with Battery Technology Inc. (BTI) the leading 3rd party battery manufacturer in the USA. BTI have been designing and manufacturing batteries for notebook computers, digital cameras/camcorders and related power products since 1992.



All batteries are designed to meet or exceed the original manufacturer's specifications with guaranteed compatibility.

All power products are fully tested in house by BTI to ensure 100% compatibility to almost every make and model of notebook computer by all major manufacturers.

BTI offers an equipment protection policy, offering to repair or replace a mobile device if harm is caused by the specified BTI product. The company's products address the needs of mobile professionals and customers that demand power solutions to keep them running.

#### Laptop Keyboards



We have the most comprehensive range of laptop keyboards available in UK and most other EU language layouts, with the majority available from stock for immediate delivery.

Other non-EU language layouts can be obtained on request and are usually available within a couple of days.

Keyboards for other makes of laptops can also be sourced on request, just contact our Sales team for more details.

#### External Storage Solutions

With the inclusion of the Amacom brand in to the Origin portfolio we have been able to expand our range of external portable and desktop storage solutions.

Current range includes Secure USB2.0 hard disks, BUS-powered USB2.0 optical drives & 256-Bit encrypted Flash Memory Keys.

##### USB 2.0 Flash Keys

- Securely Store, Share & Transport Data
- 256 Bit AES Encryption Software
- Powered Directly From The USB Port
- True 'Plug & Play', No Drivers Required



##### Slim-line USB 2.0 Blu-Ray Combo Drive

- Ideal For Notebook Users
- Watch High Definition Films on Blu Ray
- Read, Write & ReWrite CDs/DVDs



Also Available as Bus-Powered CD-Rom, DVD-Rom, CD-RW/DVD-Rom Combo or a Dual Layer DVD+/-RW

#### Product Sourcing

Origin Storage Ltd has identified a demand for old or noncurrent IT products. As the industry evolves parts can be discontinued within nine months of launch. At Origin we have a dedicated sourcing team, which searches the globe to fulfil individual requirements. So far this has been focused mainly around storage products but also includes branded parts such as Graphics Cards, Monitor parts etc. Origins sourcing team is happy to help with any requirement no matter what quantity or difficulty and we always promise a swift response. Call or e-mail us to see if we can help; Tel: +44 (0)844 288 6868 E-mail: sales@originstorage.com

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## Company Details



## Registered Details

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<b>Telephone:</b>	+44 (0) 844 288 6868	<b>Registration Number:</b>	4117552
<b>Fax:</b>	+44 (0) 844 288 9090	<b>VAT Number:</b>	GB 775 8994 45
<b>E-mail:</b>	sales@originstorage.com	<b>Battery Producer Reg #:</b>	BPRN00350
<b>Website:</b>	www.originstorage.com	<b>WEEE Reg #:</b>	WEE/EC0053TQ
		<b>ISO Certificate #:</b>	BSENISO9002:1994

## Key Contacts

<b>Director:</b>	Andy Cordial	andyc@originstorage.com
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