

## LaCie's USB Type-C Storage

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LaCie follows on the new MacBook announcement with the addition of USB type-C technology to the Porsche Design Mobile Drive, making it the first company to offer storage products featuring the latest USB standard.



"This new technology makes the LaCie Mobile Drive incredibly easy to connect, since both ends of the cable are identical and the connector is reversible," LaCie says. "As a result, there is no need to worry about which end goes to which device or about plugging it in upside down."

USB Type-C offers data transfer speeds of up to 100MB/s-- making it slower than Thunderbolt, even if it also carries power and video data.

Designed to match the Apple aesthetic, the Porsche Design USB-C features aluminium casing and, for compatibility with older devices, includes an adapter cable for use with regular USB ports.

The Porsche Design USB-C ships from Q2 2015 in 500GB, 1TB and 2TB capacities.

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