

## Adata Renames Product Lines

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Adata announces a rebrand of all product lines at Computex 2012, replacing previous product names and categories and getting rid of product numbers.



Now Adata USB flash drives and external HDDs fall under the "DashDrive" name, which consists of 4 product categories-- DashDrive Elite ("for business professionals"), DashDrive Choice ("for stylish trendsetters"), DashDrive Durable (for outdoor use) and DashDrive ("for value seekers").

The product family already has a new addition with DashDrive UV110 USB flash drive range, available in x4 different colours and 4, 8, 16 or 32GB sizes.

Meanwhile SSD, DRAM and memory card offerings get 3 naming schemes-- "Premier" (standard performance products), "Premier Pro" (higher performance) and "XPG" ("Xtreme Performance Gear," covering max performance products).

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