Laplink Wants to Lead in Sync

Written by Bob Snyder
28 July 2011

You may remember Laplink who first came to the forefront with its PC migration technology in the '80s. Now Laplink wants to reinvent sync.

Laplink releases its first product based on its new technology, Laplink Switch & Sync, to make it easier to sync multiple PCs and Macs. Also included is a free transfer utility to automatically switch from a PC to a Mac (the only software of its kind, asserts Laplink.)

Laplink's new sync technology will allow users of multiple devices to automatically keep all files up-to-date over the air or across a cable-- without the limitations of a "sync container" like Dropbox or SugarSync.

Users define what to sync rather than copying files to separate folders to be shared across multiple devices.

"We have seen a boom in electronic devices over the past year and expect this trend will accelerate," says Laplink CTO Jack Wilson. "...Now we are reinventing sync for the current generation of devices and user scenarios."

To start with, supported platforms include Windows, Mac, Android, iOS and Windows Phone 7 but Laplink plans to add a universal sync function for compatibility with cameras, mp3 players and even TVs. Plus, there will be a "cloud-sync" option to provide users with even more freedom and accessibility.

As part of the launch, Laplink Switch & Sync is available for under $20 (50% discount) until July 7 at www.laplink.com. The software is also available at most major software retailers in the US, Canada and Europe.

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