

## Vodafone HomeCloud: The smart data storage centre for the home

- Designer storage with automatic wireless archiving
- MediaPlug: Play digital music on analogue stereo systems

*Düsseldorf/Berlin, 30 August 2012. Digital centralised archiving and interface for all media in the home. With its "Vodafone HomeCloud", the Düsseldorf-based communication service provider presents a smart data storage centre in time for the IFA. Featuring a 2,000 GB hard disk and powerful software, all household media devices can be connected to this innovative storage solution over the wireless network. Even analogue devices such as stereo systems and TVs can be linked up using an upstream wireless adapter and data converter. This enables users to create a private data cloud within their own four walls, allowing films, music and photos to be easily shared between mobile phones, tablet PCs, home computers, TVs and stereo systems.*

The smart household network comprises three elements. The HomeCloud bulk storage centre is the "brain" and collecting point for all the media, and automatically scrutinises all connected devices for new data, such as music, photos and films, and then saves it. The HomeCloud does this using the wireless data highway in the home – the Vodafone EasyBox WLAN network. Home computers, tablet PCs, smartphones or smart TVs are easily connected by wireless link. Analogue devices like the good old stereo system or TV require the Vodafone MediaPlug as an interface. This is both a WLAN adapter and a data converter. It automatically converts digital MP3 music files into a compatible playback format for the analogue devices. This allows users to play and save their data on all their devices (regardless of whether they are analogue or digital) using the Vodafone HomeCloud.

Setting up the HomeCloud is child's play. The stylish device just has one connector for the EasyBox, a socket for the power supply, two USB ports and a card slot. Once the



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customer has connected it to the WLAN router, he opens a web browser on the smartphone, tablet PC or computer registered in the wireless network, enters "homecloud/" in the address bar and presses the Enter key. He then just has to follow the on-screen configuration instructions.

All Vodafone devices are designed in tune with a living room atmosphere. The HomeCloud storage box, for example, was created by the Munich-based designers Ziba. The market launch is scheduled to take place in the next few months. The Vodafone MediaPlug is already in the shops and costs EUR 49.90. Vodafone landline customers will receive their Vodafone EasyBox for a preferential price at the beginning of their contract.

Visit Vodafone at the IFA 2012 in Hall 18, Stand 101. All information about the IFA as well as photos, videos and audio material can be found in the press section at [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de).

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## **Vodafone Germany**

*is one of the largest and most modern telecommunications providers in Europe. It realises turnover of more than nine billion euros and has 12,000 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. In July 2011, the Stiftung Warentest consumer organisation tested all four of the German network operators' networks and gave the Vodafone network the quality rating of 'Good' (2.4). Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de) for further information.*

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