

Protecting Your (Digital) Valuables

(NAPSA)—Most people have experienced that uneasy feeling when they lose something valuable: a ring, a phone, money, even a credit card. But how would you feel if you woke up one day to find that you'd lost your entire library of photos, videos or the digital music library you'd spent so much time—and money—creating? It could happen. In fact, if you ask the experts, it will happen. All computers will fail eventually. So what can you do about it?

Digital storage devices such as hard drives from Western Digital (WD) are one solution that provides great value and reliability. In a recent survey, nearly 55 percent of consumers said they do not back up or protect the digital content on their computer because either they don't know how or think it's too difficult. What makes this statistic more interesting is that nearly 60 percent of the same survey participants said they would miss their computers and its contents most if lost or stolen.

Today, the process of backing up important data on your computer is a simple plug-and-play process, so why take the risk?

There are a variety of inexpensive, reliable and easy-to-use solutions that are available to suit your lifestyle. For active and mobile consumers, the My Passport portable drives by WD are an ideal solution, small enough to fit in your pocket but large enough to store and protect thousands of photos, dozens of movies and your entire music library.



Backing up important data on your computer can be a simple plug-and-play process.

My Book external hard drives offer larger capacities (up to 3 terabytes), sit on your desk and copy all your files for protection against computer crashes and general failures.

For the network-connected home, the My Book Live personal cloud device plugs directly into your wireless router and allows content stored on all computers in the home to be backed up on the single drive. And, because it is attached to your router, you can access all the content from your laptop, iPad, iPhone or other mobile device from anywhere in the world using WD's WD 2go mobile application for iOS, Android and laptops.

People insure cars, homes and lives. Using a digital storage device, such as those made by WD, can be a smart way to protect all your precious digital assets as well.

For more information, visit www.wdc.com.