



**IMMEDIATE RELEASE**

7<sup>th</sup> December 2007

## **Adelaide Company Creates Virtual Memory Box**

Adelaide company Sarugo wins COMET grant to launch Memory Box, a unique online backup solution which uses only 1% of the storage memory of currently available solutions by utilizing a community network.

Commercialising Emerging Technologies (COMET), provided through AusIndustry is a competitive, merit based program that supports early-growth stage companies to successfully commercialise their innovations.

When 5 senior software engineers at Motorola's Global Software Group in Adelaide's Technology Park discovered a common passion for creating innovative products, they formed Sarugo with a view to develop ground-breaking products. Moving on two years and Sarugo has created Memory Box, Australia's first community online backup solution.

Sarugo recently received \$64,000 in COMET grant to commercialise Memory Box. Memory Box operates by creating a community for users to backup and store their data on other user's computers. The technology behind the product ensures that data is encrypted even before it leaves the computer and then split into parts as directed by a network controller to other users on the network.

"It is great to achieve a COMET Grant. It will enable us to bring the Memory Box to market far sooner than we would have thought," says Trevor Glen, Director of Sarugo.

"Several mechanisms are employed to ensure that other users cannot access these files. In fact, the security measures put in place are stronger than that used by many banks' websites," says Trevor. Memory Box also ensures that other users are unable to infect the data with viruses or spyware.

To retrieve the data, a message is sent out to each part of the original file. Once enough parts are collected, the data is decrypted and the original file is recovered. Erasure encoding has been employed to ensure that backup can be recovered even if up to 50% of the backup's data is lost.

Online backup is one of the fastest growing sectors of the IT industry with analysts tipping it to be worth as much as US\$5 billion within the next 24 months. Currently available online back up solutions include purchasing offsite space at a premium cost. Memory Box's low cost has come about from it requiring approximately 1% of the storage requirements of other solutions by utilizing a community network.

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Sarugo will be trialling and product testing Memory Box over the next couple of months. As part of its commercialization strategy, Sarugo will also be reviewing investment opportunities to grow the company and product.

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#### About Sarugo

Sarugo Pty Ltd has developed *Memory Box* - a unique online backup solution that utilises community networks for data storage. The innovation is in the proprietary algorithms developed by Sarugo to ensure data integrity and the effect of this is that only a network controller is required to manage this integrity. A unique alternative to current backup solutions available in the market, Memory Box ensures that consumers around Australia and the world receive high quality, totally secure backup service at the fraction of the cost.

For more information, contact Trevor Glen at mobile 0410 634 678 or phone 08 8359 2373; on the web [www.sarugo.net](http://www.sarugo.net); or via email [tg@sarugo.net](mailto:tg@sarugo.net). Sarugo is located at Level 2, 44 Gawler Place, Adelaide SA 5000.