

Press Information – For Immediate Release

- **CoGen accelerates PC performance with eBoostr 4**
- New eBoostr 4 enhances the performance of your PC, no tools required, just a simple download and a USB drive!

Tokyo, Japan. **9 April 2010.** [CoGen Media](#), in co-operation with **MDO**, launch the ultimate speed boost for PCs, eBoostr 4, fully compatible with Windows XP, Vista and Windows 7 operating systems. This latest version enables users to maximise performance immediately through optimising the PC's RAM and extending this capability by simultaneously smart caching up to 4 USB Flash (including USB 3.0) and the latest SSD¹ drives!

Jack Momose, President CoGen Media, commented; “Unlike a hard drive where data is accessed in a linear sequence (one at a time), [eBoostr 4](#) creates a memory cache on multiple devices and lets your computer's CPU access the data from all these devices at the same time. eBoostr effectively maximizes its performance without waiting on hard drive's ability to deliver data. The computer is able to process data from multiple USB and RAM locations simultaneously and quickly. The result is a noticeable boost of your PC's performance!”

Jack added; “eBoostr will learn what programs are used most frequently and store them on multiple devices, based on your usage behaviour. Rather than having to look through most of your hard drive, your computer will simply access the cache created by eBoostr and load the data from there. Distinctly different, all of the information located in eBoostr's memory cache is readily accessible.”

USB drives are abundant and low cost. Together with eBoostr, they are the fastest and most cost effective way of upgrading your PC performance. When used in combination with multiple USB drives and system RAM memory, eBoostr can help even old PC's to be as fast as the latest models.

[eBoostr 4](#) will also lets you detect and utilize hidden system memory, not visible to you when running 32-bit OS. Having additional system memory helps increase the maximum performance of your PC.

Business applications are more memory intense and this leads to PC performance being dramatically reduced. Businesses demand high work rates and don't want employees sat idle as they wait for applications to load. At home, the current 'connected' world and the growth of social media usage, means there is a strong demand for accelerated PC performance providing faster communication.

Hardware upgrades, whilst possible, are often expensive, time consuming and require expert knowledge to ensure safe installation.

eBoostr 4 is small and powerful. The installer is a mere 3.4MB in size. It is designed and developed with maximum efficiency in mind to let you install quickly and easily. To increase your system's performance with eBoostr 4, simply add more USB Flash or SSD devices.

Road warriors benefit from increased battery life, as less power is used as you don't have long waiting times for applications to load or the constant drain on the batteries providing power to the constantly searching hard disk.

[eBoostr 4](#) is available from April 19th, 2010 in 11 languages.

| | US\$ | Euro€ | UK£ |
|-------------------------------|-------|-------|-------|
| eBoostr PRO 4 | 39.99 | 29.99 | 24.99 |
| eBoostr Desktop Edition 4 | 24.99 | 19.99 | 14.99 |
| eBoostr Laptop Edition 4 | 29.99 | 24.99 | 19.99 |
| eBoostr Lite 4 | 19.99 | 14.99 | 12.99 |
| eBoostr PRO 4 Upgrade version | 19.99 | 14.99 | 12.99 |

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About CoGen Media:

CoGen Media, headquartered in Tokyo, Japan, offers computer software and information security products with the goal of introducing new and innovative technologies into the global marketplace. CoGen Media has established strategic partnerships with companies who have dedicated many years to research and development to ensure that these technologies will provide the right solutions to meet the many needs of CoGen Media's users. CoGen Media exclusively manages the global sales, marketing, and distribution of the eBoostr product line. More information about CoGen Media's product line-up and services can be found on www.cogenmedia.com

About MDO:

MDO (Moscow Development Office) was founded in 1994 and since then through creative work of its team of expert developers has gained a stable position in the field of software and internet development, as well as high acclaim from users all over the world for its digital photography product line, FirmTools. Its new product, eBoostr, was developed by the company division organized specially for this project. For more information about the company and products, visit <http://www.mdo.ru/en/>

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Press material is available for download via our press portal: www.eboostr.com/press.html

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ⁱ SSD Express Cards can deliver high performance read /write times in the region of 120MB /Sec Read and 30MB/Sec write