



**WORLD  
BACKUP  
DAY** // // // //



# WHAT WOULD YOU DO IF YOU LOST EVERYTHING?

## World Backup Day 2023

### Did you know?

We've created more information in the past two years than in the entirety of recorded history.

That is an enormous amount of documents, photos, videos, projects and important memories that could potentially be lost forever if regular backups get forgotten.

Don't be an April fool. Backup your 2022 data on World Backup Day on the 31st March.



Technology you can trust

[worldbackupday.com](https://worldbackupday.com)

15:00

Monday, January 23



Reminder

Close ✕

Back up your data  
from 2022.

## So much data!

It is predicted that by 2025, there will be 175 zettabytes of data in the global datasphere\*. Compared to the 44 zettabytes estimated back in 2020, this growth is huge.

By 2025, the amount of data generated EVERY DAY will reach 463 exabytes globally. To put this into perspective, all the words ever spoken by humans fit into only 5 exabytes.

The introduction of 5G technology mean that the faster speeds will cause the amount of data created daily to increase and of course, the rapid introduction of more and more IoT product will produce more data never available before.

## What would you do if you lost everything?

Does anyone print their photos anymore? Maybe one or two and the rest are left on the phone they were taken on. Imagine the phone gets lost and there was no cloud backup? Imagine how easy it is to lose a single tiny memory card containing thousands of photos. Keep these precious moments safe by backing them all up, in particular following the 3-2-1 backup rule. It could be what keeps your memories safe for years to come.

## Did you know?\*



**21% of people**  
have **STILL** never backed up (but this is getting better, it was 30% last year)



**113 phones**  
lost or stolen every minute



**29% of data loss cases**  
are caused by accident



**30% of computers**  
are already infected with malware

Source:

\* SeedScientific: <https://seedscientific.com/how-much-data-is-created-every-day/>

\*\* <https://worldbackupday.com/en>





## What's the best practice for backing up?

The gold standard for backing up is to follow the 3-2-1 backup rule:

HAVE AT LEAST  
**THREE** COPIES OF  
YOUR DATA

STORE THE COPIES ON  
AT LEAST **TWO**  
DIFFERENT TYPES  
OF MEDIA

KEEP AT LEAST **ONE**  
OFFSITE BACKUP  
COPY



In addition to your primary data, you should also have at least two more backups, which will help significantly reduce the risk of losing data. These could be physical and / or cloud solutions.

It is best practice to keep copies of your data on at least two different storage types, such as internal hard disk drives AND removable storage media (tapes, external hard drives, USB drives, Memory cards, CDs, DVDs.)

It's obvious really, but it's not a good idea to keep your external storage device in the same room as your production storage. If there is a fire, flood or burglary - you would lose all of your data.



## Store 'n' Go USB-C® Flash Drive

- Store and transfer data between USB-C compatible devices
- Retractable USB-C connector
- Transfer speed of up to 100MB/s
- USB 3.2 Gen 1 interface - with speeds of up to 5Gbps

PART NO	DESCRIPTION
49459	Store 'n' Go USB-C Flash Drive 128GB
49458	Store 'n' Go USB-C Flash Drive 64GB
49457	Store 'n' Go USB-C Flash Drive 32GB



## Micro SDHC / XC U1 Memory Cards

- High capacity and fast data transfer speed
- Class 10 and UHS speed class 1 (U1) rating
- Designed especially for mobile phones
- Consumes very little power, therefore preserving the life of your mobile phone
- Compatible with devices which display the microSDHC logo

PART NO	DESCRIPTION
44010	SDHC 16GB
44013	SDHC 32GB
44082	SDHC 16GB with adapter
44083	SDHC 32GB with adapter
44084	SDXC 64GB with adapter
44085	SDXC 128GB with adapter
44087	SDXC 256GB with adapter



## PinStripe USB 3.0 Drive

- Stylish retractable 'PinStripe' design
- SuperSpeed USB 5Gbps
- Keyring hole
- USB 3.2 Gen 1 interface - with speeds of up to 5Gbps

PART NO	DESCRIPTION
49316	PinStripe 16GB
49317	PinStripe 32GB
49318	PinStripe 64GB
49319	PinStripe 128GB
49320	PinStripe 256GB





## MDISC BLU-RAY

- High capacity for high definition (HD) video or archiving
- White inkjet printable surface
- MDISC provides over 1000 years lifetime for long-term archiving



PART NO	DESCRIPTION
43834	BDXL MDISC 100GB Inkjet Printable 5pk
43847	BD-R DL MDISC 50GB Inkjet Printable 10pk
43846	BD-R DL MDISC 50GB 5pk
43825	BD-R MDISC 25GB Inkjet Printable 10pk
43823	BD-R MDISC 25GB Inkjet Printable 5pk



## External Slimline Blu-ray Writers

- Compact & lightweight External Blu-ray Writer
- Includes a FREE 25GB Verbatim Blu-ray disc
- Slim design based on aluminium enclosure
- Ideally suited for use with a notebook or ultrabook
- Includes Nero Burn & Archive software \*- easily create your own Blu-ray, DVD or CD archive
- Fully compliant with MDISC™ archiving technology

PART NO	DESCRIPTION
43888	4K Ultra HD USB 3.2 Gen 1 + USB-C
43890	USB 3.0
43889	USB 3.1 Gen 1 + USB-C



## External Slimline CD/DVD Writers

- Compact and lightweight, ideally suited for use with a notebook or ultrabook
- Fully compliant with MDISC™ archiving technology
- Store 8.5GB on a Double Layer DVD, 4.7GB on a standard DVD
- Power supplied via the USB port - no need for a bulky power adapter
- Includes Nero Burn & Archive software\*

PART NO	DESCRIPTION
98938	USB 2.0
43886	USB-C



\* Nero Backup Software is only suitable for Windows OS

## DVD-R / DVD+R

- Suitable for drives which support DVD+R / DVD-R media
- Verbatim's AZO technology for increased protection and reliability
- HardCoat Scratch Guard protects against fingerprints and dust build up, reducing recording or playback errors.



PART NO	DESCRIPTION
<b>DVD+R</b>	
43551	DVD+R AZO Matt Silver 100pk Spindle
43550	DVD+R AZO Matt Silver 50pk Spindle
43500	DVD+R AZO Matt Silver 25pk Spindle
43498	DVD+R AZO Matt Silver 10pk Spindle
<b>DVD-R</b>	
43549	DVD-R AZO Matt Silver 100pk Spindle
43548	DVD-R AZO Matt Silver 50pk Spindle
43522	DVD-R AZO Matt Silver 25pk Spindle
43523	DVD-R AZO Matt Silver 10pk Spindle







### Store 'n' Save USB 3.0 Desktop Hard Drive

- High speed, high capacity storage backup
- USB 3.0 Superspeed interface
- Stylish black design that can be laid flat or on its side
- Fast and safe solution to expand storage and backup files
- Includes Nero Backup Software\*

PART NO	DESCRIPTION
47669	10TB <sup>1</sup>
47687	8TB <sup>1</sup>
47686	6TB
47685	4TB
47683	2TB



### Store 'n' Go Gen 2 USB 3.0 Portable HDDs

- High speed, high-capacity storage. A fast & safe solution to expand storage or backup files
- USB 3.0 SuperSpeed - for ultra-fast data transfer
- USB plug 'n' play (no additional power required)
- Nero Backup Software\* included
- USB REC & PLAY - supports USB recording/ playback\*\*



PART NO	DESCRIPTION
53223	HDD 4TB Black
53198	HDD 2TB Silver
53195	HDD 2TB Black
53197	HDD 1TB Silver
53194	HDD 1TB Black



### Store 'n' Go Mini SSDs

- Ultra-small and lightweight Solid State Drive
- Highly portable design, weighing just 35 grams
- Stylish black design with a 3D surface
- High speed data transfer - a fast and safe solution to expand storage and backup files
- USB 3.2 GEN 1 connection with USB-C™ adapter
- Micro-B to USB-A cable and USB-A to USB-C™ adapter included
- Nero Backup Software included\*



PART NO	DESCRIPTION
53237	Mini SSD 1TB
53236	Mini SSD 512GB



\* Nero Backup Software is only suitable for Windows OS  
 \*\* TV's in some countries may not have this feature - see [www.verbatim-europe.com/usb-recording](http://www.verbatim-europe.com/usb-recording)

<sup>1</sup> Back to Back orders only