

Hello World. The consumer cloud computer unfolds.

icloud, today announces an affordable and easy to use cloud-based home server with open APIs. Expect consumer electronics, software and online services to make use of this new mass-consumer friendly online computer. The always-ON computer opens up a new era where electronic devices easily can integrate and make use of the cloud.



Linköping, Sweden – February 26, 2010 – Today's launch of the iCloud Ready Program for the consumer electronics industry is a milestone in making it easy to connect electronic devices to the cloud. The environmental friendly iCloud online computer is always-ON and offers consumers an easy way to provide, share and manage content like music, photos and video for easy access from all kinds of electronic devices that connect to the Internet. This includes devices with popular platforms like iPhone, Android and Windows Mobile.

Daniel Arthursson, iCloud's Founder and CEO says, "All these new kinds of devices like flat-screen TV's, smartphones, digital photo frames and Internet radios have amazing capabilities, but today its too complex and expensive for most consumers to manage and setup their own home server. With iCloud it's all handled safely in the cloud and easy enough for mass consumer adoption; it will be a break-through for the consumer electronics industry."

Already, anyone can create an iCloud account free of charge. With iCloud a full remote management desktop is provided to handle the online computer and manage uploaded files. Everyone receives 3 GB of free storage; premium accounts are provided up to 100 GB. This enables anyone with a mobile phone to have 100 GB right in their pocket.

Read more: <http://icloud.com/ready>, online demo at: <http://icloud.com/en/demo>

Facts about iCloud online computer:

- Cloud-based home server for consumers with open APIs
- Remote desktop that runs directly through a web browser
- Upload, edit, watch and share content like music, photos and video
- 100 GB Super Drive available for \$39.99/year
- Available worldwide in 27 languages

About iCloud

Founded in 2001 by Daniel Arthursson, Xcerion provides the free iCloud.com service, the world's leading online computer and "green" cloud-based home server.

Xcerion is based in Sweden, privately held and funded by Northzone Ventures. Investors include Lou Perazzoli, architect of Windows NT and former Manager Microsoft Core OS and John Connors former CFO Microsoft. Xcerion is a Red Herring Global 100 winner.

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