



Computer Corner

Now's The Time To "Clean Out Your Computer"

(NAPSA)—Kids are going back to school and families have finished their last vacation of the summer. The air becomes a little bit cooler and chores you'd never tackle on a lazy summer day become projects you're happy to check off the to-do list. Even though the days get shorter, don't "fall back" into old habits, create new ones—stay on top of things and do things better.

That's why Imation has declared fall the season to "Clean Out Your Computer." What better time to take a new look at your computer and see how you can make it run better, last longer and protect valuable files? If you knew all summer that you should have updated that virus scanner, run those maintenance tools and backed up your digital photos, this is the time to do it. Fortunately, Imation, a leader in removable data storage media products, like CDs, DVDs and USB flash drives, is here to help you backup and store your digital files.

"With the increasing value and size of digital files on our personal PCs—from financial information and digital photos to family videos—computer maintenance is as important as home maintenance, and is often more easily neglected," says Bob Barr, marketing director, Imation Corp. "Regular backup of your computer's hard drive content onto removable data storage media, such as CD-Rs, CD-RWs, DVD-Rs or DVD-RWs, will make your computer run faster and smoother, and your PC will last longer. Most importantly, it will protect your valuable files in case of a disaster."

We've all heard horror stories about losing important digital files due to human error, viruses or natural disasters. To help save time, money and heartache, Imation offers the following backup tips:



Clean up your PC with these tips from Imation on how to backup your digital files and improve your computer's health.

- **Create a backup plan.** Regularly backup onto CD-R or DVD-R anything that is of value or business critical; difficult or impossible to re-create or replace; or that changes often, such as documents, photos, address books, e-mails, financial information and favorites bookmarked on your Web site browser. Mark your calendar to remind you to regularly backup your hard drive.

- **Name and organize your files.** Specifically label your files and include the date that the last edits were made. Make a detailed list of the files saved on your CD or DVD and label the discs accordingly.

- **Protect your backups.** Store CDs and DVDs in a cool, dry place, away from your computer and away from the dust, heat and moisture that can harm your files.

Imation has more tips and tools on how to protect your digital files, including techniques on how to backup your PC or laptop, clean out your hard drive, and find, organize and transfer your files. For more information, visit www.imation.com/computercleanout.