

Please embargo until January 6, 2025:

Other World Computing (OWC) and Hedge Partner to Deliver Revolutionized LTO Archiving Experience

OWC Archive Pro Now Includes Hedge's Acclaimed Canister Software

WOODSTOCK, Ill. – January 6, 2025 – [Other World Computing \(OWC®\)](#), a trusted leader in delivering high-performance, secure, and sustainable technology solutions that enhance and extend the life of Macs and PCs, and [Hedge](#), a pioneer in media and entertainment software solutions, today announced a strategic partnership. Under terms of the agreement, every [OWC Archive Pro](#) purchase will now include a license for Hedge's acclaimed [Canister software](#) for streamlined Linear Tape-Open (LTO) backups – a \$399 value at no additional cost.

The alignment between OWC and Hedge addresses several critical challenges faced by professionals managing large volumes of data. As the demand for higher-resolution media and stringent compliance grows, organizations grapple with the complexity of securely backing up, archiving, and retrieving vast datasets. OWC Archive Pro, paired with Hedge Canister, simplifies this process with drag-and-drop functionality, automatic cataloging, and cross-platform compatibility, ensuring data preservation is fast, efficient, and reliable. This solution also mitigates risks associated with data sprawl, compliance failures, and operational inefficiencies, empowering users to focus on creative and business goals without compromising data protection.

As a complete, ready-to-use solution, the OWC Archive Pro featuring our Hedge Canister software for macOS and Windows makes creating LTO tapes easier than ever," said Paul Matthijs Lombert, CEO and Co-Founder, Hedge. "After breezing through one of the easiest setups you'll ever experience, complete with driver selection assistance, you can immediately drag and drop files to the Archive Pro just like an external drive. Catalogs are created for every tape, so retrieving files is just as simple."

The OWC Archive Pro Thunderbolt archiving solution for M&E pros, corporations, government branches, and small businesses seeking to preserve critical data, offers:

- A 577% ROI with up to 55% lower costs vs HDD storage
- Up to 18TB native and up to 45TB compressed storage capacity per tape cartridge
- Built-in IBM LTO-7, LTO-8, or LTO-9 drive options
- Up to 30-year tape longevity
- LTFS compatibility - archive files/folders with drag and drop ease
- Up to 300MB/s native, up to 750MB/s compressed transfer rates for fast tape creation
- Easy drag, drop, and retrieval of files with the included Hedge Canister archiving app

The Hedge Canister app, featuring an easy setup, driver assistance, and true drag-and-drop UI makes working with tape a breeze, offers:

- A canister filled to the brim with technology to ensure tapes are taxed as little as possible
- A canister that is at home on Windows just as well as on macOS – because all Hedge apps are crafted specifically for each OS, they make the most of what each OS has to offer
- Queuing – while transfers are running, keep queuing up new files and folders to be archived
- A Canister's spanning engine that keeps track of your files across multiple tapes
- The all-new Library Manager — the only true drag-and-drop UI in the world for working with tape libraries

"At OWC, we are dedicated to delivering innovative solutions that not only meet the evolving needs of our customers but have also been proven in real-world scenarios, offering reliability they can trust," said Larry O'Connor, Founder and CEO of Other World Computing (OWC). "Our partnership with Hedge exemplifies this commitment, equipping our customers with the tools they need to preserve critical data with confidence and ease."

Lombert added, "Indeed, our partnership with OWC is likewise an important step for our company in demonstrating its commitment to providing customers with unmatched technology innovation, and delivering features that might seem simple but are incredibly hard to get right."

OWC will showcase the OWC Archive Pro featuring the Hedge Canister archiving app as well as an array of additional groundbreaking products at the following live media events:

- **Pepcom's Digital Experience! @ CES 2025:** Monday, January 6, 7:00 pm - 10:30 pm at Caesars Palace, in the Octavius Ballroom
- **ShowStoppers @ CES 2025:** Tuesday, January 7, 6:00 pm - 10:00 pm at the Bellagio Hotel & Casino, in the Grand Ballroom
- **Everything Tech Event @ CES 2025:** Wednesday, January 8, 6:00 pm – 9:00 pm at Caesars Palace, in Milano 1 & 2

For those attending CES 2025 and/or the aforementioned media events, to schedule a one-on-one meeting with an OWC executive, please contact Nicole Gorman, Gorman Communications, at nicole.gorman@gormancommunications.com.

About Other World Computing (OWC):

Founded in 1988, [Other World Computing \(OWC®\)](https://www.owc.com) is a trusted leader in delivering high-performance, secure, and sustainable technology solutions that enhance and extend the life of Macs and PCs. OWC's professional-grade storage, expansion, media cards, docks, and connectivity, as well as its apps and accessories, are built to last by the people who use it – creatives, businesses, and consumers. For further information, please visit www.owc.com. OWC can also be found on [LinkedIn](#) and [X](#).

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PR Contact:

Nicole Gorman

Gorman Communications, for Other World Computing (OWC)

M: 508-397-0131

nicole.gorman@gormancommunications.com