

Launch Guide



intimus FlashEx

1. Profile

The intimus FlashEX is the first shredder worldwide, which is developed specifically to securely destroy digital media in an office environment.

The core of the FlashEx is the sophisticated but also solid cutting unit. The sharp teeth catch the media like a claw. Once it is grabbed the cutters will mince it into fine particles. It is cutting the media into 4x15 mm particles, which represents the security level E-3 in relation to the DIN66399. The allocation of the cutting shafts to each other are crushing the particles next to cutting. That combination in particular is the warrantor that all memories are reliably destroyed.

The new shredder is capable to shred a wide variety of media: Smartphones, Mini-Tablets (up to 170 mm width), USB Sticks, SSD drives, Optical Media and much more.

Outstanding on the FlashEx is also the unique drive concept. With a single phase drive motor, the shredder can be used at standard power supply in the offices. That makes it possible to run the FlashEx directly where the devices are located, e.g. at the IT department.

The intelligent feeding logic completes the well thought machine design. It makes the feeding of a wide range of devices possible. By using a slide the storage media will be guided directly to the cutting shafts. The user keeps the full control of the destruction by following up through a safety window.

The FlashEx start and stop automatically but the user can also operate the machine with i-control. The smart control unit from intimus provides the operator also the machines status in real-time.

The intimus FlashEx is the first choice when the on-site destruction of mobiles, smartphones, mini-tablets or SSD disk is required.

2. Market

Smartphones, Mini-Tablets or SSD drives are for many people part of their daily live at work. Often these devices are in the center of the communication. Due to the Gartner Market Research Institute in 2013 12.1 Billion mobile devices has been sold globally with a strong trend to grow.

That equipment is not only used to store data, furthermore emails are written, photos are shot or documents are edited. The amount of data which are processed is impressive:

An average Smartphone is covering up to 1.100 photo or 3.2 Mio A4 pages of text.

A special attention is brought to these piles of data, if a device is sort out. The special functionality of the flash-memories makes a simple and secure deleting or overwriting nearly impossible.

But the need to destroy data at the end of the lifecycle remains. In addition to the data security law, it is mainly the own demand of each company to protect its intellectual property against unauthorized individuals.

The core market of the FlashEx is the commercial segment. The FlashEx can be considered in all kind of applications where small to medium amount of devices needs to be destroyed. The FlashEx will be the best choice for applications with 30 mobile phones or 80 USB Sticks a day, but can be performed up to 100 mobile phones or 500 USB Sticks a day.

Even if the particle size of 4x15 mm is tiny, the requirements at high security applications are even smaller. Nevertheless that kind of destruction requires an industrial system which is usually operated centralized. The FlashEx can be considered here in a two-step destruction, which is limiting the risk of loss while the items are moved to the central system.

3. Operation

The operation of the FlashEx is in some areas a bit different from a common paper shredder, wherefore the operation is explained below:

!!ATTENTION!!

A special attention should be brought to the batteries which are used in mobile devices. In any case all batteries need to be removed before shredding. The physical destruction of batteries can cause fire or explosions. That is no particular case at the FlashEx, it is a common situation at all kind of physical destruction methods.

The intimus FlashEx is equipped with the i-control interface, offering the user highest convenience for operating the machine. The user has two options to insert and activate the machine:

1) Small devices (Smartphones, USB Sticks, SSD Drives):

The most convenient way to feed small devices into the FlashEX is using the aluminium flap on the top. Just push down the flap and insert the device. Through a slide-concept it will directed into the cutting shafts. The pushing of the flap is also starting the machine automatically.

2) Larger devices (Mini-Tablets)

The FlashEx can shred devices with a max. width of 170 mm. The feeding of these larger devices is done by sliding the acrylic glass lid to the back, putting the devices vertically onto the cutting shafts and closing the lid again. The shredder will be started by pushing the flap or the forward button on the i-control.

In case of getting the most efficiency out of the FlashEx it is always recommended to insert devices one after the other and wait until the device is shredded before inserting the next one.

After the machine is started and the device inserted, the FlashEx tries to grab the device. Depending on the shape of the device and the way it has been fallen into the cutting shafts, it can occur that the shafts don't grab it at the first moment. For that case a smart logic was implemented in the machines control. If the machine is recognizing no load after a couple of seconds, the machine will automatically reverse. It has the benefit that the position of the device on top of the cutting shafts will change. After the short reverse cycle the machine starts again. That process will be done five cycles in row until the cutting shafts grab the material. Even if various different kinds of devices have been tested, it still can occur that single models will not be grabbed after these cycles. For that case the operator has the possibility to change the position of the device. After sliding the acrylic glass lid to the back, the operator can grab the device with the included plier, change the position and restart the machine.

- Please bear in mind, that the machine will not run while the lid is open.
- Tip 1: It is always to be recommended to insert the device with the smallest edge upfront into the machine
- Tip 2: If the battery has been removed inserted the battery cover and the rest of the device separately into the machine.

In the difference to a paper shredder the blockage and reversing at the FlashEx is an important part of the machines concept. Considering the low power and the tiny particles, it is likely that the FlashEx jams while shredding a device a couple of times until it is finally shredded. That behavior is nothing to be concerned about and part of the machines design.

The particles of the FlashEx are collected in a stable plastic bin in the cabinet of the machine. The position of the bin is marked by two embossed line in the shelf of the cabinet.

It is recommended to oil the FlashEx regular with standard shredder oil. For proper oiling is to be recommended to oil out of the bottle directly onto the cutting shafts and start the machine for a idle run.

4. Competition

Today there is no comparable machine in the market, which is offering a machine with the same concept: digital media shredding in an office environment. Usually the destruction of such devices are done by industrial machines, which are operated by a service provider or as a central installation in larger operations.

FlashEx is offering here a clear cost benefit and huge advantages in the handling. Industrial machines like the intimus VZ Spezial are traded far below 15K€ and very often provide larger particles than the FlashEx. Also the handling is more convenient as the devices don't have to be

carried to the central installations and can be shredded immediately onsite, which is also strongly reducing the thread of data theft.

Still today the most mobile devices are either stored in the shelves at the IT department or they are re-market as used object. Very often the knowledge how to destroy these data carriers does not exist wherefore the storage seems to be the only solution. Mobile devices which are three years old are very often still good enough for private use. It happens that companies sell or leave the old devices to their employees, with all data on it. Missing awareness and missing data security policy are still part of the daily live in many companies and a “competitor” of FlashEx.

5. USP

1. Uniqueness

The FlashEx is the only machine in the market, which can offer the user the possibility to shred the mobile devices onsite.

2. Standard Power Supply

The FlashEx requires only standard single phase power supply, wherefore it is very flexible about the place where it is operated.

3. Foot print

The FlashEx requires only 0,36m² space wherefore he is very flexible where to position it.

6. Technical Specs

intimus FlashEx

Cut size	4 x 15 mm*
Security level DIN 66399	E-3 / O-3
Cutting capacity / hour	100 Mobile phones 500 USB sticks 1500 CDs
Working Width	165 mm
Bin volume	25 l
Noise level	65 db(A)
Dimensions	58 x 61 x 98 cm
Weight	Ca. 116 kg
Safety standards	CE
Packaging	Carton box/Palette
Accessories	Plastic bag, 440 x 330 x 950 x 0,05 mm 99977 Oil bottle 110 ml 88035

7. Glossary

a. Flash Memory

Flash Memory is a generic term for a semiconductor based storage technology. In general Flash Memories are used in applications where space, power consumptions and robustness matters. Popular examples of Flash Memory applications are: Mobile phones, Tablets, USB Sticks, SD Cards, Solid State Drives (SSD Disks). But that storage technology is also used in many unpopular devices, mainly in the IT, Medical and Communication industry.

Beyond all advantages of Flash Memory, it has one huge disadvantage. In difference to other technologies, e.g. magnetic media, the lifetime of the semiconductor material is limited. Each storing cycle will reduce the lifetime of the specific cell. Therefore the operating system of the Flash Memories is designed to reduce the storage cycles as much as possible.

Example:

A memory exists out of four data blocks:

1. Data	A	B	C
2. Data	D	E	F
3. Data	G	H	I
4. Data	J	K	L
...			

The 1st Data block needs to be changed from ABC to ABA. Instead of changing the existing data, the software will look for the next empty cell and write the “new” 1st Data block there. Also it will change the index and refers to the new 1st Data block.

1. Data	A	B	C
2. Data	D	E	F
3. Data	G	H	I
4. Data	J	K	L
1. Data	A	B	B

The software will proceed like that until all cells has been used the first time and then start again. With that logic the lifetime can be maximized.

But on the other hand it makes it very difficult to overwrite the data, as it needs to be done multiple times and each time will decrease the performance of the Flash Memory.

b. DIN66399

The DIN standard 66399 was established in 2012. It is the successor of the old DIN 32757, which was in the market for many years. While the old standard revered only to paper, the 66399 is also considering different types of media and classify the standard in the different material classes.

For detailed information the intimus DIN brochure is to be recommended.

8. Media

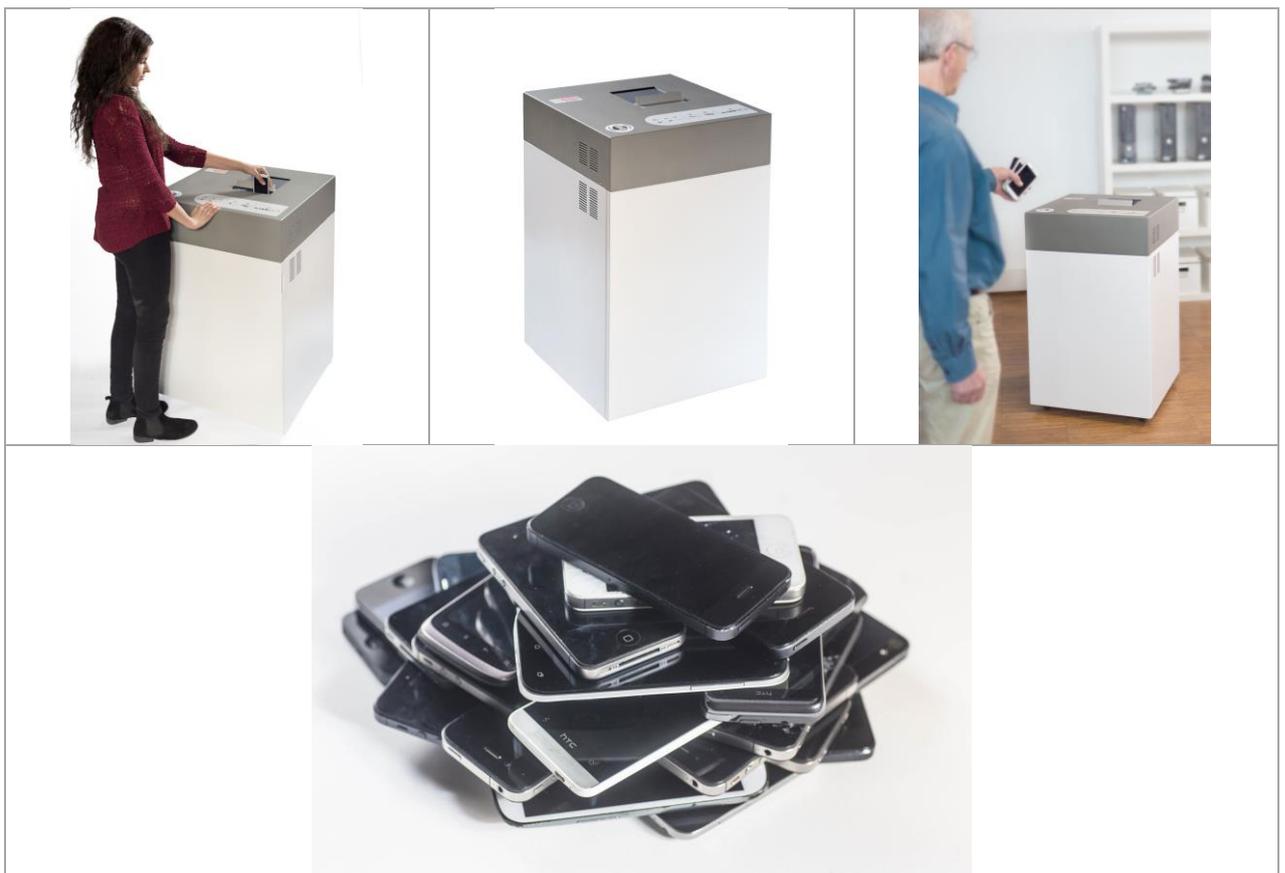
a. 4-Page Leaflet

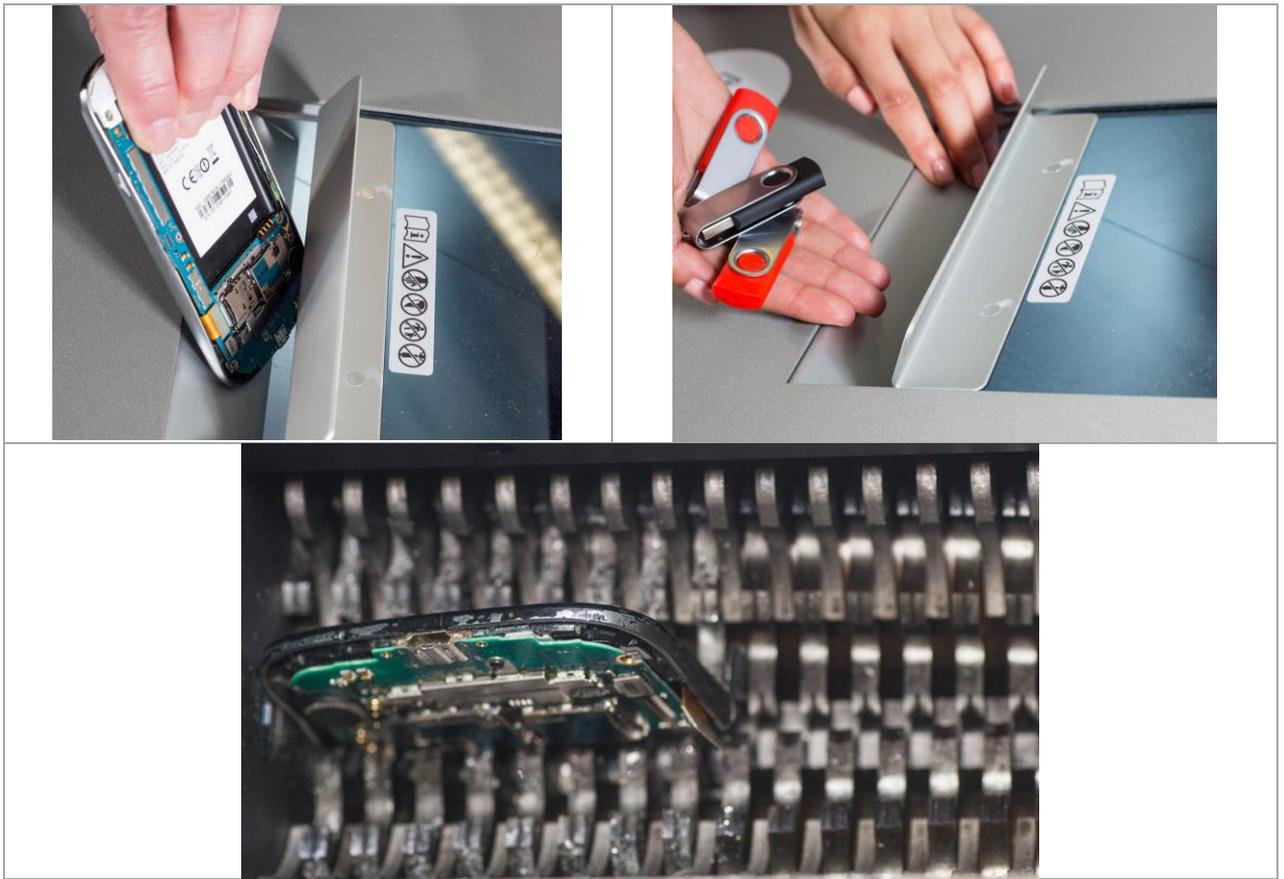


Available in English, German, French, Spanish, Dutch and Portuguese language.

b. Images

A selection of product images is available in high and low res quality.





c. Video

A video of the FlashEx was produced in three different versions.

d. Particle Sample Packs

Small packs with samples of original FlashEx particles are prepared. A first set will be provided to each location in the coming days.



DROPBOX DOWNLOAD

Download the Media Kit at the following link:

<https://www.dropbox.com/sh/ijmycyg44off9ki/AAAVMgckUCEq2dLKtbRtEm3Ua?dl=0>