



Swisscom presents myCloud, Switzerland's online storage for photos, videos and other files

Say goodbye to data chaos: as of today, myCloud offers a Swiss-based online storage service for photos, videos and other files – the easy way for customers to store personal data and access and share it regardless of the time or their location. Data is stored securely in Swiss data centres. To begin with, myCloud will bear the “nova” label for products under development. During this early phase, the service can be used by a limited number of Swisscom customers – unlimited and free.

In myCloud, Swisscom is launching a solution that helps users sort their files and store them online, all in one, secure place. Whether it's holiday snaps, concert footage or project work – there's a place for every file in the Swisscom Cloud. “myCloud is Switzerland's alternative to foreign cloud services. Our customers can rest assured that their personal data is safe with us,” explains Marc Werner, Head of Residential Customers at Swisscom. All data is stored in Swiss data centres.

View your photos and videos on Swisscom TV 2.0

Using myCloud is easy: simply register, automatically or manually upload your files, and view or share them however you like via a number of channels. An especially useful feature of myCloud is that it allows customers to access their files whenever they like, from their PC, smartphone or tablet; they can even view their photos on Swisscom TV 2.0. Should customers want to share personal files with other people, they can do so in just a few clicks of the mouse – via e-mail, SMS, iO or other channels. Initially, the service will be supported on mobile devices running iOS and Android. Windows Phone will follow during the course of 2016.

Swisscom is launching myCloud under its “nova” label. This means that the product will continue to be developed, taking account of customers' feedback. “We want to learn from our customers. Their input will have a significant influence on how we continue to develop the product in the near future, because we want to create a product that meets the needs of our Swiss customers,” says Daniel



swisscom

Press release

Gerber, Head of New Business and Innovation. During the “nova” phase, a limited number of Swisscom customers will have access to myCloud and can use it for free and with unrestricted memory space.

Swisscom has been offering a platform for the secure delivery, storage, organisation and utilisation of documents in the Swisscom Cloud since June 2014: Docsafe enables residential customers to digitally receive, send and manage correspondence from companies. The new myCloud complements this service and provides customers with a secure location to store files such as photos and videos.

Interested in trying out myCloud? Swisscom customers interested in giving myCloud a go can register at www.swisscom.ch/mycloud from today. Swisscom will announce when and in which form the service will be made available to a broader public in due course.

For media images, please go directly to myCloud: www.swisscom.ch/mycloud-pictures

Further information: www.swisscom.ch/mycloud

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