PIPEMETRICS TAPS INTO THE EMERGING MARKET TREND
FOR HIGHER QUALITY WINDOWS SOFTWARE

A GROWING NUMBER OF USERS EXPECT MORE FROM THEIR WINDOWS

Lausanne, Switzerland – Overwhelmingly positive user response confirms strong demand for well-crafted Windows software.

Pipemetrics marked the first year on the market of its flagship product **Bvckup 2** by announcing that an analysis of user engagement data shows substantial and growing demand from Windows users for higher quality standards.

Windows has been traditionally associated with software that focused on the technical elements first and the user experience second.

Founded in 2012, Pipemetrics was set up with an altogether different take on Windows software. By marrying industrial system engineering with nuanced visual and interactive design, the company develops software that is as lean and powerful as it is beautiful.

This month marks the first anniversary of the release of Bvckup 2 - the first embodiment of company's design principles. A simple, single-purpose, yet sophisticated and performant local backup software for Windows.

"When we launched Bvckup 2 we wondered whether our high-end engineering philosophy would be accepted by users," explained company's founder, Alexandre Pankratov. "After all it's not uncommon for Windows software to compete on how *many* things a product does rather on how *well* it does them. After the release, we were very pleased with the positive reviews in the media, but what completely caught us off guard was the avalanche of compliments received from actual users."

Conceived for professional, enterprise and advanced home users, the functional power of Bvckup 2 is harnessed through a precise and intuitive interface to deliver a robust user experience.

"This overwhelmingly positive reaction shows that a growing number of Windows users recognize and look for software polish as a feature in its own right. Windows users' expectations are changing; simply having lots of options is no longer enough."

Sample of user feedback *

"Bvckup 2 is one of the best pieces of software I've used in the last 35 years. Does what you said; solves my problem; fast."

Michael Fuller

"A truly beautiful, precise and well-executed piece of software."

Riyad Kalla

"Simple, minimalistic, yet so powerful."

Ivan Kolevski

Product information

Bvckup 2 (pronounced "Backup 2") is a mirroring data backup software for Windows. Select a pair of directories and the app will make sure that one stays an exact copy of the other. It is light, uncomplicated and includes a comprehensive array of supporting features. It is also incredibly fast.

Company information

Pipemetrics SA is a Swiss company founded by Alexandre Pankratov, formerly of the Hamachi VPN project, acquired by LogMeIn after growing to 3 million users in 18 months. The company draws extensively from his experience combining advanced engineering and interface design to produce simpler software for complex tasks.

* Quotes used with permission.

More about Bvckup 2

- **Pipemetrics** website   –   http://pipemetrics.com
- **Bvckup 2** website   –   https://bvckup2.com
- The development blog   –   https://bvckup2.com/wip/

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