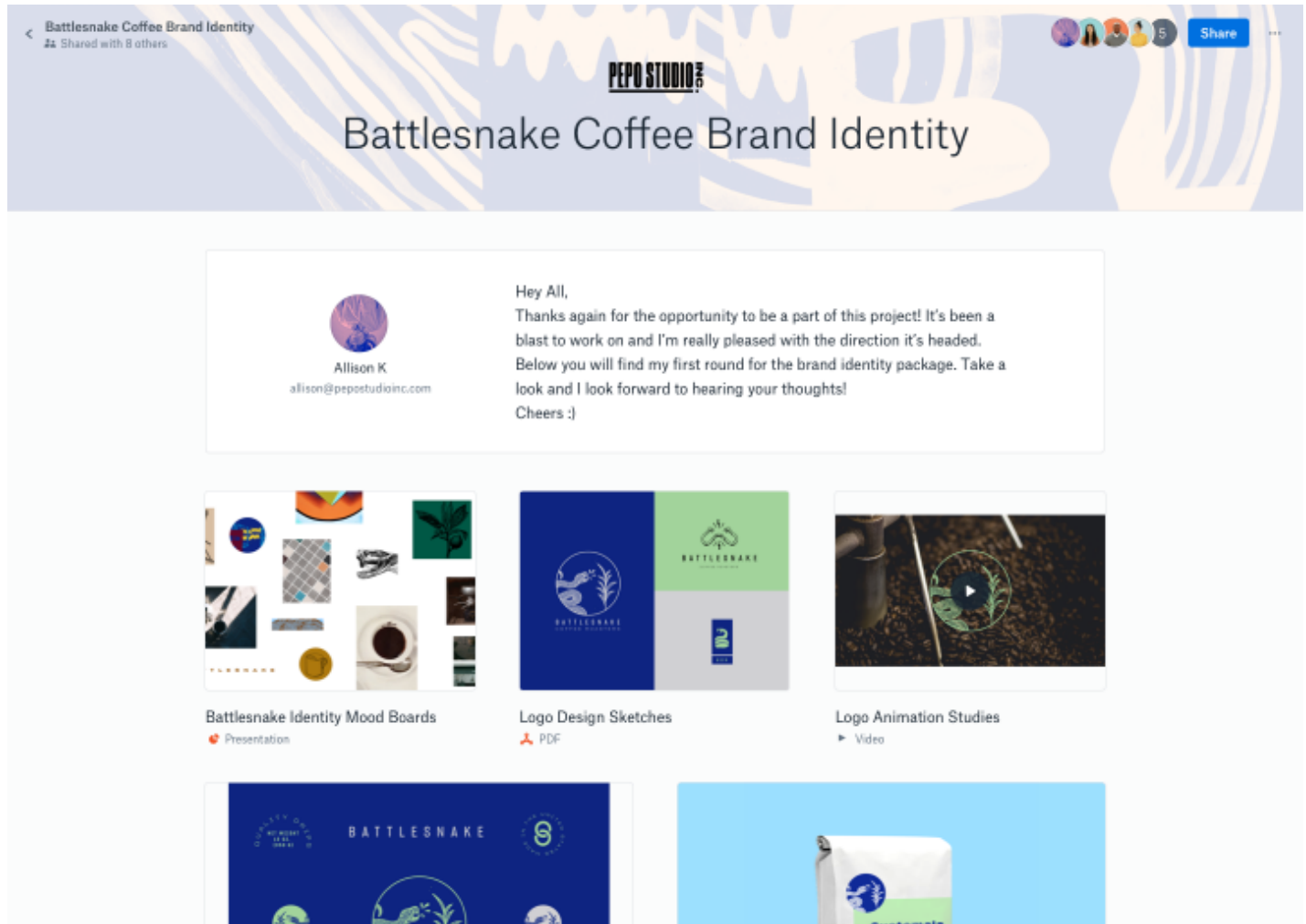




Dropbox Brings Powerful Business-Grade Tools to Individuals with Dropbox Professional

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Launches Dropbox Showcase allowing users to share content professionally and measure client engagement

Brings industry's first cross-platform on-demand storage solution, Smart Sync, to individual users

SAN FRANCISCO, Oct. 17, 2017 — Dropbox today launched [Dropbox Professional](#), a new offering that introduces business-grade tools to help individual users store, share, and track work from a single, secure place.

Dropbox Professional is designed to meet the needs of independent workers—a group that's expected to rise to 47.6 million by 2022¹. The new offering brings together the most popular storage, sharing, and support solutions from Dropbox with new ways to present work to help individuals showcase their creativity in the best light.

"Work is becoming more fluid as the scope of projects that individuals can take on expands," said Todd Jackson, Head of Product, Dropbox. "In this new world, it's critical to deliver a phenomenal first impression, every time. Dropbox Professional gives independent workers new ways to organize their workflow and stand out from the crowd by helping them share their work in a customized way that's richer than email."

Sharing tools to help users present work in the best light

Dropbox Professional offers powerful productivity and presentation tools for individual business users. This includes [Dropbox Showcase](#), a new feature that's available for the first time today. The feature brings together everything business professionals need to connect with their clients, and allows them to share content, track client engagement, and maximize the impact of their work.

Dropbox Showcase makes it easy for users to pull their Dropbox content onto a single branded page with visual previews, customized layouts, and informative captions. And because these files are synced with Dropbox, they remain up-to-date even if there are changes after the showcase is shared with a client—that just doesn't happen with email attachments. In addition, it lets users track who views, downloads, or comments on their files so they can measure the impact of their work. Architects, designers, sales people and other professionals who work with large files can now take their ideas from concept to presentation, while keeping everything and everyone in sync.

In addition to Showcase, Dropbox Professional has advanced sharing capabilities, including the ability to set [sharing passwords](#), create [expiring links](#), and access [detailed viewer history](#).

Professional-grade features for work

Dropbox Professional also includes [Dropbox Smart Sync](#), one of the company's most requested features, which was launched for teams [in January](#) as the first cross-platform on-demand sync solution. With Smart Sync, every file and folder a user has stored in Dropbox is visible and accessible right from their desktop on Mac and Windows, without filling up their hard drive. Online-only files can be accessed with a simple click to sync on-demand.

Available today for \$199 per year, Dropbox Professional also includes 1 TB of space, as well as:

- **Deeper, more intelligent search** across file names, extensions, content, Dropbox Paper docs, and files scanned with [optical character recognition](#) using the Dropbox Doc scanner
- **Data protection and security**, such as 120 day [version history](#), [mobile offline folders](#), [remote-wipe](#) capabilities and [two-step verification](#) as well as [state-of-the-art](#) storage and encryption technology
- **Priority chat support**, entitling users to contact Dropbox from 9:00am-1:00am UTC, Mon-Fri to chat with a trained product expert

In addition, Dropbox Business Advanced users and above can access Dropbox Showcase via the Dropbox early access program. Smart Sync is available to all Dropbox Business users in early access.

Additional resources

- Read about customer feedback on today's news [here](#)
- Read more about Dropbox Showcase [here](#)
- Find additional resources on today's [announcement](#)
- Follow Dropbox on [Twitter](#), [Facebook](#) and [LinkedIn](#)
- Read more about how [Dropbox Business](#) is helping companies embrace collaboration
- Dropbox was named as a Leader in Gartner's July 2017 [Magic Quadrant for Content Collaboration Platforms](#)²

About Dropbox

Dropbox keeps more than 500 million registered users on the same page with easy-to-use collaboration tools. From the smallest business to the largest enterprise, we make teamwork better. For more information, please visit [dropbox.com/news](#).

¹ MBO Partners, The State of Independence in America, June 13, 2017, <http://bit.ly/2flu3Oh>

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