

# Backup your iPhone data before upgrading to iOS 7

NEW YORK, N.Y., Sept. 11, 2013 (SEND2PRESS NEWSWIRE) – What we knew for sure about Apple’s media event on Tuesday was that Apple would roll out iOS 7, the newest version of the mobile operating system. Upgrading to iOS 7 will wipe all data on the “iDevice.” If you’re planning to upgrade your iPhone, iPod touch or iPad to the latest iOS 7, make sure you back up data such as iPhone contacts, notes, photos, songs and videos in advance, says EaseUS Software.

Which backup method is best? Usually, there are three ways to back up your iPhone data:

1. Backup your iPhone data with iCloud;
2. Back your iPhone data up via iTunes;
3. Using a 3rd-party tool to back up your iPhone data.

As many have found out, however, not all iPhone data is backed up by either iTunes or iCloud and this should come as no surprise. In short: restoring from iOS backup does not restore everything back to the iPhone. So, most people choose a third-party tool to back up their iPhone data.

What iTunes and iCloud will NOT back up:

- \* iPhone photos and videos outside the Camera Roll.
- \* iPhone music, videos and movies not purchased from the iTunes Store.
- \* iPhone podcasts/audiobooks stored in the Music or Podcasts apps.

EaseUS Software, as an innovative software developer, provides software for important data backup, restore and retention of business-critical data. Clients include home, SMB users, service providers as well as international corporations. Its [free backup software – Todo Backup Free](#) might be your right choice as your third-party backup tool.

## **Pricing and Availability:**

EaseUS Todo Backup Home for home users is \$39 available at:  
<http://www.todo-backup.com/home/home-backup.htm>.

EaseUS Todo Backup Workstation with \$49 special for home office and small business users is available at:  
<http://www.todo-backup.com/business/workstation-backup.htm>.

EaseUS Todo Backup Server for \$199 is available at:  
<http://www.todo-backup.com/business/server-backup.htm>.

EaseUS Todo Backup Advanced Server for \$299 is available at:  
<http://www.todo-backup.com/business/advanced-server-backup.htm>.

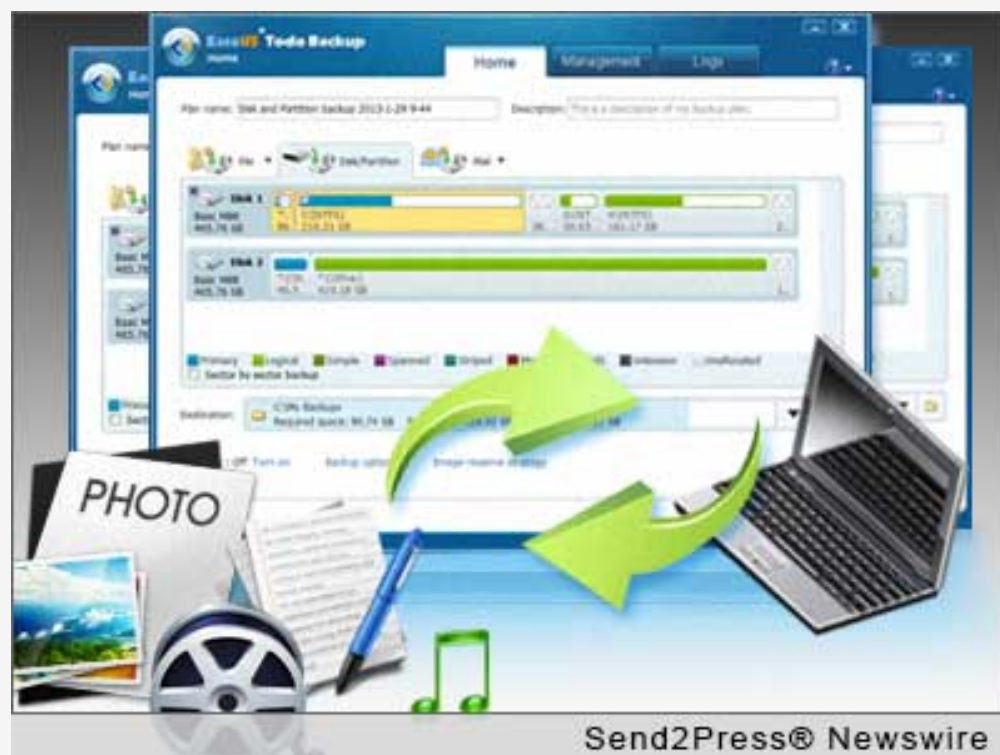
## **About EaseUS:**

EaseUS Software, is an innovative software developer dedicated to delivering the best software products and services of data security and storage management to the worldwide consumer and business market segments. Millions

of people spreading over 180 countries are now using EaseUS' products and all speak highly of our software and service. For more information, please visit <http://www.easeus.com>.

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News issued by: EaseUS Software



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Original Story ID: 2013-09-0911-001 (8949) :: Backup-your-iPhone-data-before-upgrading-to-iOS-7\_2013-09-0911-001

Original Keywords: Back-up iPhone data, EaseUS Todo Backup Home for home users, CHENGDU Yiwo Tech Development Co, migrate to iOS 7 safely EaseUS Software New York New York NEW YORK, N.Y.

Alternate Headline: EaseUS Software Advises iPhone Upgraders to Back-up iPhone data before moving to iOS7

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Original Shortcode for Story: <http://goo.gl/D87D1B>