

Media Advisory – Digital Experience

January 9, 2012

FlashAir from Toshiba Featured at Digital Experience, World's First SDHC Memory Card with Embedded Wireless LAN Functionality

Toshiba America Electronic Components, Inc. (TAEC) will be on hand to provide demos of the latest addition to its lineup of SD cards - FlashAir™, the world's first SDHC memory card with embedded wireless LAN functionality that is fully compliant with the SD Memory Card Standard. FlashAir allows consumers to wirelessly send photos and such from the camera to the cloud, PC, etc.

WHO: [Toshiba America Electronic Components, Inc.](http://www.toshiba-america.com) is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, Japan's largest semiconductor manufacturer and the world's third largest semiconductor manufacturer.

Not just another big company, Toshiba is focused on delivering solid performance, solid endurance, and solid reliability - and holds all of the credentials to back up these promises.

As the inventor of NAND Flash, the company has also perfected the manufacturing of it in their world-class facilities. Toshiba facilities include one of the world's largest and most advanced NAND flash fabs and the largest 300mm wafer fabs in Japan.

WHAT: FlashAir's embedded wireless communication function allows users to upload and download photographs to and from a server and to exchange photographs and other data with other devices compliant with this wireless format. This can all be done wirelessly – without a PC or cable connection. Unique features of Flash Air include the ability to receive as well as transmit, and lower power consumption than other cards with similar functions.

Additionally, Toshiba will be displaying its new USB flash drives that are compliant with the new USB 3.0 standards – known as Super Speed USB. Initial storage capacities include a 64 GB model and a 32 GB model.



WHEN: Monday, January 9th from 7:00pm-11:00pm

WHERE: Digital Experience at The MGM Grand Hotel's Grand Ballroom

WHY: At a time when digital cameras have achieved immense popularity, users want a quick and easy way to share photographs with friends and to transfer them to and from online storage services and social networks. Toshiba provides the solution with FlashAir.

ADDITIONAL DETAILS:

- For additional company and product information, please visit <http://www.toshiba.com/taec/>.
- News at Digital Experience: See news release issued 1/9/12. To request a copy contact kevin@lages.com.

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