

Media Advisory – Digital Experience

January 9, 2012

Toshiba's TransMemory-EX Makes Debut at Digital Experience: USB 3.0-Compliant Drives Offer Transfer Rate 22 Times Faster than Previous Models

Toshiba America Electronic Components, Inc. (TAEC) will showcase the latest addition to its lineup of flash memory offerings – TransMemory-EX. Compliant with the new Super Speed USB 3.0 standards, TransMemory-EX USB flash drives meet user needs for portability of video content and other large data and for high-speed data transfer between digital products – at speeds 22 times faster than previous models.

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: TransMemory-EX utilizes Toshiba's Double Data Rate (DDR) NAND, and offers maximum data transfer rates of 220 MB/sec for reading and 94 MB/sec for writing - or 22 times and 18 times faster transfer rates, respectively, when compared with Toshiba's previous models. Additionally, Toshiba achieved this level of performance with low power consumption of 300 mA or less - one of the lowest in the industry. Toshiba's new drives are fully backward-compatible with the USB 2.0 standard. Initial capacities for TransMemory-EX include a 32GB model and a 64GB model.



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

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

WHY: Consumer devices and peripherals are becoming faster and faster, and the USB transfer speed needs to increase in order to keep up. TransMemory-EX drives can transfer 25GB of video content in approximately five minutes, which would take the previous model about 30 minutes.

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.

Media Contact:

Kerry Fedro
Lages & Associates, Inc.
Kerry@lages.com
949.453.8080