TOSHIBA
Leading Innovation

TOSHIBA AMERICA ELECTRONIC COMPONENTS, INC.

TAEC Memory - CES Fact Sheet

Company Profile

Toshiba America Electronic Components, Inc. 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.

Removable Flash Storage

Toshiba's SD Memory Card line-up features high performance specifications that enable developers to use HD content in future generations of consumer products. With cards that offer the world's fastest read and write speeds in their class, Toshiba continues to lead the NAND flash memory market in removable card storage.

Toshiba's SDHC UHS-I cards provide fast data transfer rates essential for applications such as high speed continuous shooting of high resolution digital still cameras, video and high speed transfers of HD content. For example, using Toshiba's latest UHS-I cards with a 95MB/s read speed and a 80MB/s write speed in devices supporting the high-speed SD bus interface UHS-I (Speed Mode SDR104), a 2.5 hour HD movie (10GB) can be written in about 2 minutes, compared to 43 minutes for a Class 4 SDHC card.

FlashAir™

Wireless Memory Card Sends Photos in a 'Flash'

At Digital Experience, Toshiba will be giving demos of the latest addition to its lineup of SD cards - FlashAir. FlashAir is 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 from the camera to the cloud, smartphones, PCs, tablets, social media, etc. All transfers are done wirelessly - essentially in a *flash.*

TransMemory-EX™

New USB 3.0 Flash Drive for Super Speedy Data transfers

Toshiba's new Super Speed USB flash drives that are compliant with the new USB 3.0 standards – TransMemory-EX - will be on display at Digital Experience.

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.

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 storage capacities include a 64 GB model and a 32 GB model.

Toshiba Technology

Marking 25 Years of NAND Flash Memory

2012 marks the 25th anniversary of Toshiba's invention of NAND Flash Memory.

The road to innovation: in 1984, Toshiba developed a new type of semiconductor memory called flash memory, leading the industry into the next generation – the invention of NAND Flash Memory.

In 1987, NAND flash memory was developed by Toshiba, and has since been used in a variety of memory cards and electronic equipment. The NAND flash market has grown rapidly, with flash memory becoming an internationally standardized memory device. Toshiba has carved out a path to a new era in which consumers are able to carry videos, music and data with them wherever they go. Toshiba's NAND flash technology is unleashing the mobility of content, thus fueling innovation in the development of products for everyone from consumers to enterprises.

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