



Toshiba Launches Entry-Level USB 3.0 Memory Sticks

New Flash drives with capacities of 16GB, 32GB and 64GB ideal for students

Düsseldorf, 8th June 2016 – Toshiba Electronics Europe has launched a new range of entry-level USB 3.0^[1] flash memory USB drives intended to address the growing need from students and other users to transfer and backup data easily, reliably and cost-effectively.

Launched under the established TransMemory™ brand, the new stylish U303 'it's mini!' range of drives transfer content twice as fast as USB 2.0 alternatives^[2] and are available with capacities of 16GB^[3], 32GB and 64GB. All drives are supplied in white and are fully backward compatible with Hi Speed USB 2.0 and USB 1.1 standards.

The TransMemory drives have been optimised for use with all modern operating systems on a Mac or desktop PC, notebook and tablet. They are ideal for storing or transferring homework, presentations, music and video content as well as for high-speed data transfer between digital products or as a convenient and portable backup media. All are available with Toshiba's 5-year warranty giving added reassurance.

"In order to meet the needs of consumers looking for faster transfer rates and higher capacities, Toshiba will continue to promote innovations that widen the horizons of the NAND

flash market - including the introduction of new USB flash drives and memory cards.” says Sandrine Aubert, Product Marketing Manager Toshiba Electronics Europe.

Shipment of the new TransMemory U303 USB drives will start at the end of June.

For more information about Toshiba pen drives, SD cards and other NAND Flash products, please visit: www.toshiba-memory.com.

Notes:

[1] USB 3.0 (Super Speed USB) is a standard established by USB Implementers Forum. The terms USB 1.1/ Hi Speed USB 2.0 and Super Speed USB 3.0 used herein are the names of specifications upon which these products are based; they do not guarantee the speed of their operation.

[2] Read speed with the USB 3.0 interface is approximately 2 x faster than with a USB 2.0 interface. Maximum data write and read speed may vary depending on the host device and file size.

[3] For purposes of measuring memory capacity in this context, 1 GB = 1,073,741,824 bytes.

* TransMemory is a trademark of Toshiba Corporation.

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About Toshiba Electronics Europe

[Toshiba Electronics Europe](#) (TEE) is the European electronic components business of [Toshiba Corporation](#), which is ranked among the world's largest semiconductor vendors. TEE offers one of the industry's broadest IC and discrete product lines including high-end memory, microcontrollers, ASICs and ASSPs for automotive, multimedia, industrial, telecoms and networking applications. The company also has a wide range of power semiconductor solutions as well as storage products including HDDs, SSDs, SD Cards and USB sticks.

TEE was formed in 1973 in Neuss, Germany, providing design, manufacturing, marketing and sales and now has headquarters in Düsseldorf, Germany, with branch offices in France, Italy, Spain, Sweden and the United Kingdom. TEE employs approximately 300 people in Europe. Company president is Mr. Akira Morinaga.

For more company information visit TEE's web site at www.toshiba.semicon-storage.com.

For more information on the full range of retail memory products visit www.toshiba-memory.com.

Contact details for publication:

Toshiba Electronics Europe, Hansaallee 181, D-40549 Düsseldorf, Germany

Tel: +49 (0) 211 5296 0 Fax: +49 (0) 211 5296 79197

Web: www.toshiba-memory.com/cms/en/meta/press_center/press_releases.html

E-mail: memory_cards@toshiba-components.com

Contact details for editorial enquiries:

Barbara Mutz-Gutorski, Toshiba Electronics Europe

Tel: +49 (0) 211 5296 576

E-mail: BMutzGutorski@tee.toshiba.de

Issued by:

Birgit Schoeniger / Georgia Sorrel, Pinnacle Marketing Communications Ltd,

Tel: +44 (0) 20 8429 6554/+44 (0) 20 8429 6549 Fax: +44 (0) 20 8868 4373

Web: www.pinnacle-marketing.com

E-mail: b.schoeniger@pinnaclemarcom.com or g.sorrel@pinnaclemarcom.com

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