

# KIOXIA

## Press Release

**KIOXIA Corporation announces launch of new brand consumer product portfolio**

*Energized look and feel reflects the high quality, performance and reliability consumers have come to know and trust.*



**Düsseldorf, Germany, 15 April 2020** – KIOXIA Europe GmbH (formerly Toshiba Memory Europe) is pleased to announce the launch of KIOXIA branded consumer products including the company's microSDs, SDs, USB Memory and SSDs. KIOXIA and its group companies started to operate under its new company name on October 1<sup>st</sup>, 2019. After the brand name change of its business-to-business products, KIOXIA has launched the completely new look and feel of its consumer products in April 2020.

With its comprehensive portfolio of microSD, SD, USB memory and SSD, KIOXIA offers consumer products that are specifically designed for enabling end-users to store their digital way of life wherever and whenever they want. KIOXIA's consumer products are mainly focused and ideally suited for use with smartphones, tablets and PCs, in gaming, digital cameras and more.

With its new consumer products, KIOXIA puts great emphasis on retaining the same excellent quality, performance and reliability standards, that consumers have come to expect from the formerly known Toshiba Memory product line-up. KIOXIA commits to preserving high standards, and its dedication to the development and production of innovative class-leading flash storage solutions to meet the ever-changing customer demands.

KIOXIA provides an uplifting experience realized by the new look and feel of its memory products. Product and package design feature a fresh and modern colorful design that reflects KIOXIA's vision as an independent flash memory manufacturer. Each product contains a specific color (light blue, magenta, yellow, light gray, light green, orange) which is used to make it highly recognizable and easier than ever for customers to select the right product for their unique applications.

Under its new name, KIOXIA is highly innovation-focused and more agile than ever before to deliver exciting, new flash technology, to provide more choice with a complete product spectrum for customers and enable end-users anywhere to benefit from KIOXIA's memory solutions. KIOXIA's mission is to create an uplifting experience and change the world by evolving "memory".

The launch of the new consumer product line-up will start within April 2020 and the new product range will be available from KIOXIA distributors during Q2 2020.

#### **About KIOXIA Europe**

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH, KIOXIA continues to pioneer cutting-edge memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

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