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TOSHIBA RELEASES FULL LINE-UP OF CONSUMER HARD DRIVES

The P300, L200, X300, N300, V300 and S300 Hard Drive Series delivers the capacity and performance needed for today's consumer storage applications.



TAIPEI, Taiwan. - Toshiba Electronic Components Taiwan Corporation ("TET"), today announced its new 6 series consumer internal Hard Drives, the P300 Desktop PC Hard Drive, L200 Laptop PC Hard Drive, X300 Performance Hard Drive, N300 NAS Hard Drive, S300 Surveillance Hard Drive and V300 Video Streaming Hard Drive.

The P300 Desktop PC Hard Drive series are a high performance models ideal for home and office users and is available in up to 3TB^[1] storage capacity. The model operates at 7,200rpm and built-in shock sensors that detect impact and reduce vibration during read and write operations, improving tracking accuracy and performance.

The L200 Laptop PC Hard Drive series deliver up to 2TB capacity in a 2.5-inch^[2] mobile drive that provides high capacity upgrade is shock and vibration-resistant compare to 3.5-inch hard drive and works with every major brand notebook computer, gaming systems and for external storage use. The L200 lineup has a low power profile compare with 3.5-inch hard drive, to help optimize the device's battery life, as well as

built-in shock sensor and ramp loading technology for reliability.

The X300 Performance Hard Drive series offer up to 10TB capacity and features Toshiba's cache technology, optimizing cache allocation during read/write to provide high-level performance in real time. Available in a 3.5-inch form factor, the X300 performs at 7,200rpm and an increased cache up to 256MB. The X300 Series delivers extreme performance and robust capacity for creative and professional applications including graphic design, animation, photo and video editing, and PC gaming.

The N300 NAS Hard Drive series, for personal, home office and small business network attached storage application, is available up to 10TB capacity, and features 7,200rpm and a large 256MB data buffer in 10TB model. With support for up to eight drive bays in a multi-RAID NAS design, the N300 is highly scalable to the users' NAS configurations as their data storage needs evolve. The N300 NAS Hard Drive line of high-reliability drives have a high workload rating of up to 180TB/year and are optimized for the performance, reliability, endurance and scalability required of NAS environments in which large amounts of data need to be efficiently stored and accessed daily.

The V300 Video Streaming Hard Drive series are designed for reliable video recording and playback, and offers built-in silent seek technology, which results in a quiet operation. The V300 energy efficient design reduces energy consumption by up to 25%^[3]. Available in up to 3TB capacities, the V300 Hard Drive supports video editing systems, set-top-box (STB), digital video recorders (DVR) and network video recorders (NVR).

The S300 Surveillance Hard Drive series offer 24/7 reliability and high performance with large cache size up to 256MB. The S300 performs at up to 7200rpm with a maximum data transfer speed^[4] of 248 MB/s^[5]. Additionally, the S300 comes with built-in RV sensors to help suppress vibrations in multi hard drive platforms. Available in up to 10TB capacities, the new surveillance hard drive can handle high workloads up to 180TB per year^[6] and supports surveillance network video recorders (sNVR), surveillance digital video recorders (sDVR), hybrid sDVR (analog and IP) and RAID storage arrays for surveillance.

In addition, Toshiba introduces color branding for each category in the consumer internal hard drive lineup. The new category colors will be displayed on the drive labels and retail shelf packaging to clearly communicate the Hard Drive category's use case and device application.

The color labeling for each hard drive is as follows: the both P300 and L200 in a red desktop/laptop PC label, the X300 in a silver performance label, the N300 in a gold NAS label, the S300 hard drive series boasts a green surveillance label, and the V300 hard drive series comes in a blue video streaming label. The consumer friendly, easy-to-identify color coded drive labels and retail shelf packaging makes it easy for consumers to shop for the drive they need.

General availability of these new capacities will start in April 2018. For details about our consumer hard drive storage products, please visit: www.toshiba-storage.asia

[1] Definition of capacity: A terabyte (TB) is 1,000,000,000,000 bytes. A computer operating system, however, reports storage capacity using powers of 2 for the definition of 1TB = 2^{40} = 1,099,511,627,776 bytes and therefore shows less storage capacity. Available storage capacity (including examples of various media files) will vary based on file size, formatting, settings, software and operating system and/or pre-installed software applications, or media content. Actual formatted capacity may vary.

[2] Form Factor: "2.5-inch" means the form factor of Hard Drives. They do not indicate drive's physical size.

[3] 25% energy consumption comparison is based on 2TB models of P300 and V300.

[4] Read and write speed may vary depending on the host device, read and write conditions, and file size.

[5] This specification is for the S300 10TB model.

[6] Workload is a measure of the data throughput of the year, and it is defined as the amount of data written, read or verified by commands from the host system.

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* Information in this document, including product prices and specifications, content of services and contact information, is current and believed to be accurate on the date of the announcement but is subject to change without prior notice.

* Company names, product names, and service names mentioned herein may be trademarks of their respective companies.

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About Toshiba Electronic Devices & Storage Corporation

Toshiba Electronic Devices & Storage Corporation combines the vigor of a new company with the wisdom of experience. Since becoming an independent company in July 2017, we have taken our place among the leading general devices companies, and offer our customers and business partners' outstanding solutions in discrete semiconductors, system LSIs and HDD.

Our 19,000 employees around the world share a determination to maximize the value of our products, and emphasize close collaboration with customers to promote co-creation of value and new markets. We look forward to building on annual sales now surpassing 700-billion yen (US\$6 billion) and to contributing to a better future for people everywhere.

Find out more about us at <https://toshiba.semicon-storage.com/ap-en/company.html>

About Toshiba Electronic Components Taiwan Corporation (TET)

Toshiba Electronic Components Taiwan Corporation is responsible for the sales and marketing promotion and support of Toshiba hard disk drives and Toshiba External HDDs in Taiwan, China and Southeast Asian countries. TET is the best partner to Enterprise server, storage and notebook computers, and its mission is to offer the best service and products

embodying the highest quality and most leading-edge technology. Visit Toshiba's website at <http://toshiba.semicon-storage.com/ap-en/product/storage-products.html>