

# NEWS RELEASE

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## **Toshiba's NAND Flash Deprivation Experiments – The Results Are In**

It's Conclusive: We Really Can't Function Without It

**IRVINE, Calif., November 14, 2012** — Taking a humorous look at what life today would be like without NAND flash technology, [Toshiba's NAND Flash Deprivation Experiments](#) hit the ground running earlier this year. Today, the company is pleased to announce that the results are in! Completely non-scientific, tongue-in-cheek evidence supports the conclusion that we really can't, in fact, function without flash technology.

Enabling the mobility of content in today's consumer products, [NAND flash](#) has become the de-facto silicon storage of choice for everything from [memory cards](#) and USB drives to solid state drives and enterprise flash arrays. Having invented the technology 25 years ago, [Toshiba America Electronic Components, Inc.](#), (TAEC)\*, a committed leader that collaborates with technology companies to create breakthrough designs, rolled out a multi-faceted, interactive campaign that focused on exploring the impact that this technology breakthrough has had on our everyday lives.

### **A Cliffhanger: The Plot Thickens**

Capping off the campaign is the fifth and final video in the NAND Flash Deprivation Experiment series from Toshiba – which concludes with a plot twist you might not expect! Click [here](#) to see for yourself!

### **We'd Like to Thank the Academy...**

Over the course of the campaign, five lucky [Facebook](#) fans were winners of new Toshiba Excite tablets, and hundreds of Facebook fans received themed t-shirts – with many submitting photos of themselves wearing them! Multiple industry thought leaders chimed in on NAND flash's impact, providing quotes featured on the dedicated microsite, [www.flash25.toshiba.com](http://www.flash25.toshiba.com), which

serves as a one-stop shop for all things related to the 25<sup>th</sup> anniversary of NAND flash. The site also features a timeline of notable NAND flash achievements over the past 25 years, images, a dedicated [Flash25 Twitter feed](#), and much more.

### **Stay tuned!**

NAND flash is not going anywhere any time soon! What does the future hold? In the short term, the technology will continue to branch out and play a starring role in everything from consumer devices to cloud data centers to enterprise applications. According to Scott Nelson, senior vice president, Memory Business Unit, TAEC, "The sky is the limit for what NAND flash technology can do. NAND flash puts higher performance capabilities and smaller, thinner packages into the hands of design engineers – the rest is up to their imaginations."

### **Miss an Experiment?**

Click on the links below to see the *NAND Flash Deprivation Experiments* in their entirety:

Watch what happens when two photographers wrestle with old school, non-digital cameras:

[http://www.youtube.com/watch?v=IAxW-z1T5\\_0&feature=plcp](http://www.youtube.com/watch?v=IAxW-z1T5_0&feature=plcp)

Do you work with someone like this?

<http://www.youtube.com/watch?v=jmAfSR-JBIs&feature=plcp>

eReaders have made books mobile...see what happens when a student has to take a step back in time:

<http://www.youtube.com/watch?v=T5jdGNAsuGM&feature=plcp>

Things go south very quickly when teenagers are deprived of their go-to devices:

<http://www.youtube.com/watch?v=O7iruKm5ghQ&feature=plcp>

### **Tags/Keywords**

NAND flash, NAND, flash memory, smartphones, music players, tablets, data storage, consumer electronics, SSDs, digital still cameras, digital video cameras, cloud computing, eReaders, mobile devices, semiconductor memory

**\*About Toshiba Corp. and TAEC**

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