

TOSHIBA ANNOUNCES THIRD GENERATION FLASHAIR III WIRELESS SD CARD

Memory Card Provides Consumers with Quick and Seamless Way to Share Captured Moments Wirelessly

SINGAPORE, 1 April 2015 — Toshiba today announced the availability of the FlashAir™ III Wireless SD Card, a third generation memory card that serves as its own wireless LAN access point, allowing users to share images, videos and files wirelessly. Now with enhanced photo sharing and management features, users can quickly designate which photos to instantly share and easily manage files from a web browser on a PC.

The FlashAir III delivers speedy data transfers so users can quickly upload their images and videos. The FlashAir III Wireless SD Card's Internet pass-through feature allows users to access the card and Internet (via your separate wireless router) simultaneously—enabling the ability to upload images in real-time. Using a wireless LAN chip, The FlashAir III Wireless SD Card is accessible to any wireless capable computers, smartphones or tablets, and can support simultaneous access from up to seven devices¹. In addition, the built-in Wi-Fi® access point also allows for transfers without an Internet connection.

"We understand how important it is for consumers to share their photo and video memories with family and friends," said Horikawa Takahiro, Senior Manager of Toshiba Electronics Asia (Singapore). "We have eliminated the cumbersome task of uploading pictures via a USB cord so users can effortlessly share and manage their files, leaving more time for what's important."

Toshiba also offers a free FlashAir mobile app that makes it easy to share via iOS and Android-based devices. The FlashAir III Wireless SD Card is backed by a five-year standard limited warranty².

Known as the "Inventor of Flash Memory," Toshiba has been providing storage solutions worldwide since 1967 and has more than 47 years of experience developing storage offerings that complement our comprehensive ecosystem of devices. Leveraging an annual \$3.1 billion investment in research and development, Toshiba continues to push the boundaries of storage technology to meet customers' needs.

About Toshiba Electronics Asia (Singapore)

Toshiba Electronics Asia (Singapore) is under Toshiba Semiconductor & Storage Products Company, a subsidiary of Toshiba Corporation. TEA was founded in 1990, and is responsible for the sales, marketing and services for Toshiba's wide range of personal storage solutions in Asia Pacific, which includes SD cards, flash drives, external HDDs and SSD. TEA is the best

¹ Application software required and will need to be downloaded from the Toshiba website and/or other websites.

² The terms and conditions of Toshiba's standard limited warranty are available at www.warranty.toshiba.com.

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partner to consumers and enterprises, and its mission is to offer the best services and products that embodies the highest quality and cutting-edge technology. To find out more about TEA, visit www.toshiba-personalstorage.asia.

About Toshiba

Toshiba Corporation, a Fortune Global 500 company, channels world-class capabilities in advanced electronic and electrical product and systems into five strategic business domains: Energy & Infrastructure, Community Solutions, Healthcare Systems & Services, Electronic Devices & Components, and Lifestyles Products & Services. Guided by the principles of The Basic Commitment of the Toshiba Group, "Committed to People, Committed to the Future", Toshiba promotes global operations towards securing "Growth Through Creativity and Innovation", and is contributing to the achievement of a world in which people everywhere live in a safe, secure and comfortable society.

Founded in Tokyo in 1875, today's Toshiba is at the heart of a global network of over 590 consolidated companies employing over 200,000 people worldwide, with annual sales surpassing 6.5 trillion yen (US\$63 billion). To find out more about Toshiba, visit www.toshiba.co.jp/index.htm.