



## **Toshiba Announces New 1TB Hard Disk Drive for Mobile Client Storage Applications**

*New MQ04 HDD Series model delivers 1TB capacity in a sleek, quieter design for portable PCs, game systems and other client storage applications*

**Düsseldorf, Germany, 12<sup>th</sup> September 2017** - Toshiba Electronics Europe GmbH (TEE) today announced its new MQ04 Series 1TB<sup>[1]</sup> HDD, which is compatible with notebook PCs, game systems, all-in-one slim-line desktop systems, set-top box appliances and other applications requiring high capacity and durable storage.

The MQ04 Series single-disk model delivers 1TB of data storage capacity in an ultra-compact 2.5-inch, 7mm height form factor. The drive's 6 Gbit/s<sup>[2]</sup> SATA interface and 5,400 rotational speed combined with a large 128MiB<sup>[3]</sup> buffer and consistent seek performance, result in a 34 percent higher internal transfer rate performance when compared to the previous 1TB MQ01 Series models. The new model is also quieter and weighs less than prior generations.

"The Toshiba MQ04 1TB model is at the leading edge of mobile client HDD technology and value, offering capacity and reliable performance without increasing weight in portable PCs," said Noriaki Katakura, General Manager of Toshiba Electronics Europe, HDD Business Unit.

Toshiba recently revealed that it was the fastest growing vendor in the HDD space for 2016<sup>[4]</sup>. The new MQ04 series 1TB model is another testament to Toshiba's determination to meet customer demand with drives that offer variety, dependability, and efficiency for every need. General availability of the MQ04 1TB model shipment starts today. For more information on Toshiba's line of industry-leading HDDs, please visit: <https://toshiba.semicon-storage.com/eu/product/storage-products.html> .

Notes:

<sup>[1]</sup> Definition of capacity: Toshiba defines a megabyte (MB) as 1,000,000 bytes, a gigabyte (GB) as 1,000,000,000 bytes and a terabyte (TB) as 1,000,000,000,000 bytes. A computer operating system, however, reports storage capacity using powers of 2 for the definition of 1TB = 2<sup>40</sup> = 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, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.

<sup>[2]</sup> Read and write speed may vary depending on the host device, read and write conditions, and file size.

<sup>[3]</sup> A kibibyte (KiB) means 2<sup>10</sup>, or 1,024 bytes, a mebibyte (MiB) means 2<sup>20</sup>, or 1,048,576 bytes, and a gibibyte (GiB) means 2<sup>30</sup>, or 1,073,741,824 bytes.

<sup>[4]</sup> [IDC](#) Worldwide 4Q16 HDD Shipment Results and Four-Quarter Forecast Update (Feb 2017 - Doc # US42306617)

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**About Toshiba Electronics Europe**

[Toshiba Electronics Europe](#) GmbH (TEE) is the European electronic components business of [Toshiba Electronic Devices and Storage Corporation](#). TEE offers a broad IC and discrete product line 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](http://www.toshiba.semicon-storage.com).

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