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## **TOSHIBA UNVEILS CANVIO™ 3.0 PORTABLE HARD DRIVES WITH SUPERSPEED USB 3.0 INTERFACE**

*Canvio™ 3.0 Delivers Up to 10x the Speed for the Same Price as USB 2.0 Drives*

**IRVINE, Calif., September 28, 2010** – With the ever-increasing demands of digital media, Toshiba introduces the Canvio™ 3.0 portable hard disk drive (HDD) featuring a SuperSpeed USB 3.0 interface. For the same price as competing USB 2.0 drives, Canvio 3.0 drives offer blazing fast file transfers at up to 10 times the speed of USB 2.0 drives. Available in storage capacities of 500 gigabytes (GB<sup>1</sup>), 750GB or one terabyte (TB<sup>1</sup>), Canvio 3.0 drives feature simple plug-and-play operation, pre-loaded backup software, and backward compatibility with personal computers and other devices equipped with USB 2.0 ports.

“Power digital consumers, and even typical PC users, are storing high definition video content, high resolution digital images, and multi-gigabyte music collections. When you consider that a single HD video can easily be three times the size of the same video in standard definition, it’s easy to see why file transfer speeds are just as important as storage capacity,” said Manuel Camarena, product manager for consumer storage at Toshiba Storage Device Division. “With the integration of the USB 3.0 interface, Canvio 3.0 drives significantly improve file transfer performance for large media files and dramatically minimize the wait time for backup and recovery processes.”

Building on the success of its current Canvio Portable Hard Drive product family, Canvio 3.0 drives feature the same easy-to-use features users have come to expect from Toshiba portable hard drives. Windows™-based NTI® BackupNow EZ™ software provides step-by-step and fully-customizable backup capabilities, including the option to backup specific folders, certain file

types, and conduct a system backup. The software can also restore the entire system if Windows is unable to start. In addition, complete password-protection with up to 256-bit data encryption prevents unauthorized access to data and a special Drive Space Alert monitor sends an onscreen update when storage space is running low. On the inside, an Internal Shock Sensor and Ramp Loading Technology keep data safe during day-to-day movement from a desk, pocket, bag, or beyond.

The stylish Canvio 3.0 product line also continues Toshiba's high quality industrial design, including its pocket-sized, rounded rectangular form factor with rubberized edges and high gloss black finish with red, green, blue, white, or silver graphical accents. The focus on design extends even to Toshiba's environmental efforts. The Canvio 3.0 product maintains the same dimensions as previous Canvio products which are 25 percent smaller<sup>2</sup>, reduce the quantity of materials used in production, and feature product packaging using 100 percent recyclable materials.

Toshiba's Canvio 3.0 Portable Hard Drives and the complete lineup of Canvio Portable Hard Drives may be found at major retailers within North America and online outlets. For a full list of retailers, please visit [www.wheretobuy.toshibastorage.com](http://www.wheretobuy.toshibastorage.com).

Estimated Single Unit Prices (USD) by capacities are:

- \$119.99 for the 500GB Canvio 3.0
- \$129.99 for the 750GB Canvio 3.0
- \$179.99 for the 1TB Canvio 3.0

*Writer's Note: Tips for computer backup, product specifications and product photos are available at [www.canvio.toshibastorage.com](http://www.canvio.toshibastorage.com) or by contacting the PR Team:*

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#### ***About Toshiba Storage Device Division***

Toshiba is a one-of-a-kind global storage company, offering hard disk drives (HDDs), optical disk drives (ODDs), solid state drives (SSDs) and NAND flash memories – technologies that drive a wide range of consumer electronics, computer and automotive applications, as well as enterprise solutions for the global marketplace. Through its Storage Device Division, Toshiba leads in the development, design and manufacture of mobile, retail and enterprise hard disk drives. Toshiba SDD markets high-quality peripherals to original equipment manufacturers, original design manufacturers, value-added resellers, value-added dealers, systems integrators, distributors and retailers worldwide. Inherent in the Toshiba storage family are the high-quality engineering and manufacturing capabilities that have established Toshiba products as innovation leaders worldwide. For more information, visit [www.toshibastorage.com](http://www.toshibastorage.com)

#### ***About Toshiba America Information Systems Inc. (TAIS)***

Headquartered in Irvine, Calif., TAIS is comprised of four business units: Digital Products Division, Imaging Systems Division, Storage Device Division and Telecommunication Systems Division. Together, these divisions

provide mobile products and solutions, including industry-leading portable computers; televisions, TV/DVD Combination products, Blu-ray Disc and DVD products and portable devices; imaging products for the security, medical and manufacturing markets; storage products for automotive, computer and consumer electronics applications; and telephony equipment and associated applications.

TAIS provides sales, marketing and services for its wide range of products in the United States and Latin America. TAIS is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation. Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 204,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$68 billion). For more information on Toshiba's leading innovations, visit the company's web site at [www.toshiba.com](http://www.toshiba.com).

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1. One Gigabyte (1GB) means  $10^9 = 1,000,000,000$  bytes and one Terabyte (TB) means  $10^{12} = 1,000,000,000,000$  bytes using powers of 10. A computer operating system, however, reports storage capacity using powers of 2 for the definition of  $1\text{GB} = 2^{30} = 1,073,741,824$  bytes and  $1\text{TB} = 2^{40} = 1,099,511,627,776$  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, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.
2. Canvio 3.0 is 25% smaller than non Canvio External Hard Drives.

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