

March 29, 2019

Toshiba Electronic Devices & Storage Corporation

Toshiba Employee Receives 2018 MIPI Lifetime Achievement Award



Image in high resolution available [here](#)

Caption: Ariel Lasry, Chief Engineer, Toshiba Electronics Europe GmbH

TOKYO--Toshiba Electronic Devices & Storage Corporation today announced that Ariel Lasry, the Chief Engineer at Toshiba Electronics Europe GmbH, its European subsidiary, has received the 2018 MIPI Lifetime Achievement Award, a MIPI® Alliance Membership Award. The award recognizes Mr. Lasry's many and valuable contributions to the alliance and was presented at an awards ceremony held during a member's meeting luncheon in Montreal, Canada on March 27.

This is the second time in a row that Toshiba Group has been honored by MIPI. Last year, Toshiba Corporation was presented with the MIPI Corporate Award. ^[1]

MIPI Alliance is a collaborative global organization that designs and promotes hardware and software interfaces for mobile devices that simplify component integration. The MIPI Alliance Membership Awards Program annually recognizes outstanding contributions and achievements by individual and corporate members. The MIPI Lifetime Achievement

Award is annually presented to an individual who has participated in MIPI Alliance efforts for at least seven years and provided significant contributions or leadership to a working group, the board, or other MIPI Alliance entities.

Mr. Lasry, Chief Engineer at Toshiba Electronics Europe GmbH, has distinguished himself in multiple capacities as a working group advocate during the development and maturity of “MIPI DSI-2SM” and “MIPI D-PHYSM”. He has also made notable contributions to the Technical Steering Group and to MIPI’s Board in formulating new directions, and to enhancing MIPI’s relationship with other organizations.

Toshiba Electronic Devices & Storage Corporation^[2] has played a leading role in developing specifications for mobile and mobile-influenced devices, and many specifications developed by the MIPI Alliance are global standards. Today, the scope of MIPI® specifications is expanding from mobile devices to industrial equipment and automotive systems.

Participation in the alliance also brings Toshiba Electronics Electronic Devices & Storage Corporation advantages in the semiconductor business—in promoting its interface bridge ICs, for example.

Toshiba Electronic Devices & Storage Corporation will continue to contribute to the promotion of MIPI® specifications.

Notes

[1] While Toshiba Corporation received the 2017 MIPI Corporate Award, the award effectively recognized the work and achievements of Toshiba Electronic Devices & Storage Corporation and its European subsidiary, Toshiba Electronics Europe GmbH, Toshiba Corp’s representatives in the alliance.

[2] Toshiba Corporation joined MIPI Alliance in 2004, and Toshiba Electronic Devices & Storage Corporation succeeded to its membership in January 2019.

About MIPI Alliance

MIPI Alliance (MIPI) develops interface specifications for mobile and mobile-influenced industries. There is at least one MIPI specification in every smartphone manufactured today. Founded in 2003, the organization has over 300 member companies worldwide.

* MIPI® is a registered trademark of the MIPI Alliance.

* MIPI DSI-2SM and MIPI D-PHYSM are service marks of the MIPI Alliance.

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

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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 European consumers and businesses a wide variety of innovative hard disk drive (HDD) products plus semiconductor solutions for automotive, industrial, IoT, motion control, telecoms, networking, consumer and white goods applications. The company's broad portfolio encompasses integrated wireless ICs, power semiconductors, microcontrollers, optical semiconductors, ASICs, ASSPs and discrete devices ranging from diodes to logic ICs.

TEE has headquarters in Düsseldorf, Germany, with branch offices in France, Italy, Spain, Sweden and the United Kingdom providing design, manufacturing, marketing and sales. Company president is Mr. Tomoaki Kumagai

For more company information visit TEE's web site at www.toshiba.semicon-storage.com.

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