



Media Inquiries:
Matt Krebsbach
Waggener Edstrom Worldwide
512-527-7015
mkrebsbach@waggeneredstrom.com

TOSHIBA ROLLS OUT VOLUME AVAILABILITY OF INDUSTRY'S HIGHEST-CAPACITY SMALL FORM FACTOR ENTERPRISE HDD

Toshiba's MBF Series Enterprise Drive Delivers High-Performance with Low-Power, Ideal for Storage Consolidation and Virtualized Infrastructures

IRVINE, Calif., June 9, 2010 – Toshiba Storage Device Division (SDD), a division of Toshiba America Information Systems, Inc. and the industry pioneer in small form factor enterprise-class and mobile hard disk drives (HDDs), has begun volume shipment of its [MBF family](#) enterprise HDDs. Matching the growing demand for 2.5-inch enterprise-class HDDs, volume availability of the MBF family marks the broad availability of the latest Toshiba series to deliver high capacity, high performance, and power efficiency.

The 2.5-inch HDD form factor continues to gain favor for enterprise-class storage solutions where reliability, high capacity, and performance are required, particularly mid-range volume servers, mainstream storage arrays, blade and rack-mount servers. These benefits, alongside the power consumption and cost efficiencies of 2.5-inch drives, have become even more valuable as organizations pursue storage consolidation strategies. Moving to storage systems that utilize 2.5-inch drives such as the MBF series can reduce data center floor space requirements as well as lower storage infrastructure and management costs.

“Toshiba’s MBF series enterprise-class drives possess a range of technological advancements that enable us to deliver flexible computing systems targeted to the exacting needs of our customers,” said Mike Turricchi, director of product management, NCS Technologies, which designs solutions for the military, government, and commercial market sectors. “MBF

series drives not only allow us to engineer systems with greater storage density to support storage consolidation, but the design characteristics of 2.5-inch drives also mean that they operate more efficiently in a broad range of demanding temperature, vibration, shock, and altitude conditions. In addition to storage systems based in branch offices and data centers, our customers rely on these drives for solutions used in field, mobile, aviation, marine, and seismic environments.”

Complementing the push toward storage consolidation, many organizations are also moving to deploy applications on virtualized servers as another means to improve the efficiency and availability of IT resources. Compared to 3.5-inch drives, 2.5-inch drives are ideally suited to the requirements of virtualized infrastructures which often entail an increase in needed server storage capacity.

“Nearly all organizations with server infrastructure are exploring or implementing virtualization technologies,” said Chuck Orcutt, server product manager for Seneca, a U.S.-based custom system manufacturer and value-added technology distributor. “Virtualized infrastructures draw on consolidated applications and resources to serve multiple users, meaning hard disk reliability and performance is absolutely critical. Toshiba’s MBF family not only supports the cost and efficiency mandates of virtualization by reducing the physical footprint, expense, and watts per gigabyte, but also delivers the performance and reliability necessary for most applications.”

With a top capacity of 600GB¹ – equal to the highest capacity point currently available within the entire 2.5 and 3.5-inch form factor enterprise-class segments – the MBF family meets the exacting standards of the enterprise market with 10,025 RPM spin speed and a 6Gb/s SAS interface. In addition, the MBF series builds upon the inherent lower power consumption design of 2.5-inch HDDs using an enhanced power condition state to reduce drive spin when not in use, thereby lowering power consumption significantly. Certain models of the MBF series also offer an option of drive-based encryption designed to the Trusted Computing Group (TCG) Enterprise Security Subsystem Class specification.

“The need for storage is growing even faster as organizations adopt technology architectures such as virtualization and Toshiba’s small form factor enterprise HDDs help them adjust to this new reality,” said Joel Hagberg, vice president of enterprise marketing at Toshiba Storage Device Division. “Enabling organizations to migrate from 3.5-inch to 2.5-inch HDDs

offers an efficient and effective storage solution that’s complementary to other productivity gains.”

Toshiba’s MBF series drives are currently shipping in volume production to OEMs and distributors including Avnet, Bell Micro, Ingram Micro, Microland, Synnex, and Tech Data. For more information on Toshiba’s line of industry-leading enterprise-class small form factor hard drives, visit www.toshibastorage.com.

Product Specifications

Model number	MBF
Maximum capacity (formatted)¹	600GB / 450GB / 300GB
Media transfer rate (max)	216 MB/s
Average seek time	4.0 ms typ. (Read), 4.4 ms typ. (Write)
Rotational speed	10,025 RPM
Buffer memory	16 MB
Interface	SAS 2.0
Interface transfer rate	6 Gb/s SAS
External dimensions (WxDxH; mm)	69.85 mm x 100.45 mm x 15.00 mm
Weight (g)	220g or less
Shock resistance:	
Operating	980 m/s ² (100G) max 1ms
Non-operating	3,920 m/s ² (400G) max 1ms
Acoustics:	29 dB or less

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 manufacturing 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.

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; projectors; 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 information 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 Corporation is a world leader and innovator in high technology, a diversified manufacturer and marketer of advanced electronic and electrical products. These products span from information & communications systems; digital consumer products; electronic devices and components; as well as 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 730 companies, with 199,000 employees worldwide and annual sales surpassing US \$67 billion (FY 2008). For more information on Toshiba's leading innovations, visit the company's Web site at www.toshiba.com.

© 2010 Toshiba America Information Systems, Inc. All rights reserved. All product, service and company names are trademarks, registered trademarks or service marks of their respective owners. Information including without limitation product prices, specifications, availability, content of services, and contact information is subject to change without notice.

1. One Gigabyte (1 GB) means $10^9 = 1,000,000,000$ 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, 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. Examples of the number of photos, songs, movies, and any other files that can be stored on a hard drive are provided for illustrative purposes only. Your results will vary based on file size and format, settings, features, operating system, software and other factors.