

## Toshiba Releases New Canvio Portable Storage Line Up with New Applications and Designs

*Adding new Canvio Flex and Canvio Gaming models along with new colors and textures*

**SINGAPORE, September 1, 2020** – Toshiba Electronics Asia (Singapore) (“Toshiba”) today announces the newest models of the Canvio Portable Storage line up. Canvio Flex is the new USB-C® portable storage designed for PCs / Mac computers / iPad Pro mobile digital devices / tablets for cross platform compatibility. Canvio Gaming is the new portable game storage designed for game consoles and gaming PCs.



The Canvio Advance and Canvio Ready both boast a new design that offers portable storage that’s easy to access and take anywhere. This next generation of Canvio designs delivers seamless portability, high storage capacity and broad compatibility for various USB devices.

“The Canvio series delivers data storage excellent for a broad range of use cases and applications. The two new models, Canvio Flex and Canvio Gaming, allow gamers and multi-platform users respectively to expand storage seamlessly and across various devices. They can take their favourite content on the go in a sleek, portable design,” says Takayoshi Tokushima, Senior Manager of Marketing Division at Asia Strategic Alliance, Toshiba Storage Products. “The next generation models of Canvio Advance and Canvio Ready come in a distinctive new design that deliver portability, storage capacity, and broad capability for your PC, making them a great option for those who like simple but reliable storage.”

The new Toshiba Canvio series delivers storage solutions for a wide range of consumers and use cases:

- **Canvio Flex**

The Canvio Flex portable storage features up to 4TB<sup>[1]</sup> of storage in its most compatible form - offering both USB-C® and USB-A cable, that enables users to seamlessly store and access their data on multiple devices including Mac computers, Windows PC, iPad Pro mobile digital devices, and supported tablet devices<sup>[2]</sup> interchangeably with a simple one-stop solution.

- **Canvio Gaming**

With the Canvio Gaming portable storage, users will be able to expand their game library easier than ever with the ability to carry up to 100 games<sup>[3]</sup> (4TB) in a stylish portable case designed for popular gaming consoles and PC game systems<sup>[2]</sup>. Canvio Gaming features a firmware-customized “Always-On” mode to support responsive gameplay.

- **Canvio Advance**

Featuring a unique textured design with new colors, the Canvio Advance portable storage helps content creators and photographers protect their content on the go. With portable storage, using with both auto backup, and data security software, users will be able to take life anywhere.

- **Canvio Ready**

A great storage solution for students and other entry-level users who want simple storage that’s easy to use– now featuring a new two-tone design. This portable storage offers USB plug & play, file drag & drop, and simple storage expansion for your PC.

The Canvio Portable Storage Series illustrates our commitment to advancing consumer HDD design to meet the evolving needs for storage solutions suited for a broad range of users, including multi-platform users, gamers, business professionals, outdoor photographers, and students. There’s a model that fits everyone’s needs.

The new Canvio models will be available at major retailers in the CQ4’2020. For more information on Canvio series, visit: [www.toshiba-storage.asia/category-products-external-hard-drives/](http://www.toshiba-storage.asia/category-products-external-hard-drives/)

To view Toshiba’s full line of HDD storage products, visit: [www.toshiba-storage.asia](http://www.toshiba-storage.asia)

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Notes:

<sup>[1]</sup>One Gigabyte (GB) means one billion bytes and one Terabyte (TB) means one trillion bytes. Total available capacity will vary based on operating environment, and your results and storage capacity will vary accordingly. 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.

<sup>[2]</sup>Compatibility may vary depending on user's hardware configuration and operating system. Please check device compatibility and connecting instructions by reviewing the applicable user manuals for such device. Compatibility is based on information currently available and is subject to change and subject to restrictions per hardware specifications.

<sup>[3]</sup>Number of games based on a 40GB average per game. The number of games will vary based on file size, formatting, other programs, and factors. Original discs may be required to verify ownership for games purchased and loaded from disc. Internet connection and original game owner's account may be required.

\* Information in this press release, including product pricing and specifications, content of services and contact information, is current and believed to be accurate on the date of the announcement, but is subject to change without prior notice.

\* USB Type-C<sup>®</sup> and USB-C<sup>®</sup> are registered trademarks of USB Implementers Forum.

\* Mac and iPad Pro are trademarks of Apple Inc., registered in the U.S. and other countries.

\* Canvio, Canvio Flex, Canvio Gaming, Canvio Ready are trademarks or registered trademarks of Toshiba Electronic Devices & Storage Corporation.

\* Other company names, product names, and service names may be trademarks of their respective companies.

## **About Toshiba Electronics Asia (Singapore)**

Toshiba Electronics Asia (Singapore) ("TEA") 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 storage solutions in Asia Pacific, which includes the Canvio Portable External Hard Drives and Internal Hard Drives. TEA is the best partner to consumers and enterprises, and its mission is to offer the best services and products that embody the highest quality and cutting-edge technology.

To find out more about TEA, visit: <https://toshiba.semicon-storage.com/ap-en/top.html>

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