

Toshiba adds 4TB and 6TB Capacity Drives to P300 Desktop PC Hard Drive Series

The 3.5-inch P300 Internal Hard Drives deliver expansive storage for professionals

SINGAPORE, September 11th, 2020 - Toshiba Electronics Asia (Singapore) (“Toshiba”) announces the addition of new 4TB^[1] and 6TB models to its 3.5-inch^[2] P300 Desktop PC Hard Drive Series using shingle magnetic recording technology (SMR).

These new models double the buffer size, increasing it from 64MB to 128MB, and are additionally quieter and require less power compared to other models in the series.

Thanks to the Dual-Stage Actuator, the drives’ read/write heads are optimally protected when transported alone or integrated into a PC. The drives also feature an internal shock sensor that protects data during operation, making them ideal for graphic designers and creative professionals working on the move.



Further improvements in this series, such as innovative techniques to minimize head movement, enhance read/write access sequencing. This optimization minimizes the mechanical workload, improving overall performance and fulfilling the storage needs of desktop workstations and gamers alike.

“These latest additions to the P300 series deliver more capacity at a lower power consumption, while delivering gamers, graphic designers and users of desktop workstations extended storage capacity,” says Takayoshi Tokushima, Senior Manager of Marketing Division at Asia Strategic Alliance, Toshiba Storage Products. “The 4TB and 6TB P300 show Toshiba’s commitment to fulfilling the growing HDD capacity needs of the market while maintaining performance, quality and reliability.”

The P300 Desktop PC 4TB and 6TB Series are available. For more information on the products, please visit: www.toshiba-storage.asia/p300-desktop-pc-hard-drive

For more information on the Toshiba Internal Hard Drives Series, visit:
www.toshiba-storage.asia/category-products-internal-hard-drives

To view Toshiba's full line of HDD storage products, visit: www.toshiba-storage.asia

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^[1] 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 1GB = 2³⁰ = 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, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.

^[2] "3.5-inch" means the form factor of Hard Drives. They do not indicate drive's physical size.

* Information in this document, including product prices and specifications, content of services and contact information, is current and believed to be accurate as of the date of the announcement but is subject to change without prior notice.

* Images displayed in the banners are for illustration purposes only and do not show the actual products. The images are merely intended to help illustrate the function of the products.

* Company names, product names, and service names mentioned herein 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/storage.html>

Media Inquiries:

Ginny Sim (Ms.)

TEA HDD Division Marketing

Tel: +65 6278 5252

E-mail: ginny1.shen@toshiba.co.jp