

# Toshiba to Launch new USB Flash Memory Series

August 29 2006

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Toshiba Corporation today announced the forthcoming introduction of TransMemory USB Flash Memories that will bring U3 platform technology into the company's USB lineup and introduce a special-edition high-capacity USB memory. The four models in the TransMemory U3 series will be launched on the global market at the end of November, while the TransMemory 16GB Limited Edition will be available from the end of December.

USB memories have won support for their combination of capacity, ease-of-use and pocketable portability. The U3 platform extends that versatility by supporting storage not only of data but of applications and personal computer settings, plus security features. Once configured to suit a user's preferences, a USB Memory supporting U3 can be used in any PC with a USB slot, delivering the user's familiar computing

environment and support for such applications as e-mail and web surfing, and access to files stored in the USB Memory. When the user removes the U3 USB Memory, all traces of the Memory's presence is also removed. No personal data is left behind.

On insertion into a PC, all the U3 models automatically launch the U3 Launchpad software integrated into the memory, which presents the user with a list of programs to choose from and files to work with. U-Safe, password-based security protection software, is also built into Launchpad and can be activated at the user's discretion.

The TransMemory 16GB Limited Edition meets demand for large-capacity data storage with its 16GB capacity. It also supports a password-based security protection system for USB memories that can be downloaded for free from Pocket Media, Toshiba's memory card information site. Toshiba will continue to introduce large capacity models into the TransMemory™ lineup and make them available in the world market.

The new TransMemory series will be exhibited at the IFA 2006, the world's largest consumer electronics trade fair, which will be held at Berlin, Germany, from September 1 to 6, 2006.

Source: Toshiba

Citation: Toshiba to Launch new USB Flash Memory Series (2006, August 29) retrieved 4 June 2024 from <https://phys.org/news/2006-08-toshiba-usb-memory-series.html>

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