



Press Release

KIOXIA Collaborates with Linus Media Group for In-depth Flash Memory Fab Video

Linus Tech Tips Video Provides Behind the Scenes Look at KIOXIA's Yokkaichi Fab Production of BiCS FLASH™ 3D Flash Memory and SSDs



Germany, Düsseldorf, 19 December 2025 – [KIOXIA Europe](#) today announced that Linus Tech Tips recently released a video from their visit to KIOXIA Cooperation's Yokkaichi Plant in Japan, one of the largest and most advanced flash memory production facilities in the world. KIOXIA's Yokkaichi plant is also a smart factory powered by cutting-edge digital infrastructure. More than 3 billion data points stream from the production lines every day, enabling sophisticated AI-driven insights that support precision manufacturing at scale.

“Bringing technology to our viewers is what drives us, and this tour inside KIOXIA’s fab gives a rare, up-close look at what goes into the devices we use every day,” said Terren Tong, CEO of Linus Media Group. “We really appreciate KIOXIA for letting us dive into the manufacturing of cutting-edge flash memory and SSDs.”

The newly released video has already received nearly 1 million views within the first 24 hours. It takes viewers on a journey with Linus Sebastian, showing how raw silicon is transformed into the flash memory chips and SSDs that power products and infrastructure that support our everyday lives, including laptops, mobile phones, data centers, automobiles, and countless connected devices. The tour includes rare access to KIOXIA’s flagship Fab 7 (Y7), showing stages of wafer and die processing before they become KIOXIA BiCS FLASH™ 3D flash memory.

Linus highlights the remarkable engineering behind KIOXIA’s 32-die stacked memory chips, demonstrating how the Y7 facility brings together advanced process controls, automation, and cleanroom discipline to deliver the reliability and performance that modern applications require. Viewers also learn what distinguishes Y7 from typical semiconductor fabs, including the highly automated material handling systems and the integration of real-time, data-driven decision making.

During a visit to one of the manufacturing lines, Linus explores how KIOXIA turns individual memory dies into finished flash memory, covering everything from packaging concepts to final testing. The video then follows the journey of those memory components as they are assembled into SSDs.

Our focus at Yokkaichi is on translating innovative engineering into dependable, high-performance storage at scale,” said Paul Rowan, Vice President and Chief Marketing Officer, KIOXIA Europe. “This unique behind-the-scenes look with Linus Tech Tips allows a wider audience to see the engineering and technology. Including our commitment to sustainability, that is central to our flash memory and SSD products, while showcasing the latest solutions that power today’s consumer devices and tomorrow’s AI-driven data centers.

Check out the full video here : <https://www.youtube.com/watch?v=ivLvsTnp9fI>

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About KIOXIA Europe GmbH

KIOXIA Europe GmbH is the European-based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of NAND flash memory to today's renowned BiCS FLASH™ 3D flash memory KIOXIA continues to pioneer innovative memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative BiCS FLASH™ 3D flash memory technology is shaping the future of storage in high-density applications, including advanced smartphones, PCs, automotive systems, data centers and generative AI systems.

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