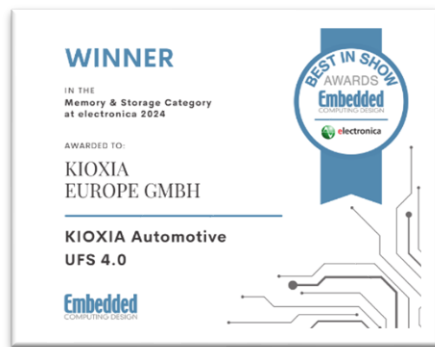


## Press Release

### **KIOXIA Announced Winner Memory & Storage - Best in Show Awards Embedded Computing Design at electronica 2024**

*Universal Flash Storage (UFS) Ver. 4.0 Embedded Flash Memory: reliable and application-tailored solution for data storage and transfer in automotive*



**Düsseldorf, Germany, 14 November 2024** – [KIOXIA Europe GmbH](#), a world leader in memory solutions, announced its industry's first<sup>[1]</sup> Universal Flash Storage (UFS) Ver. 4.0 of embedded flash memory devices for automotive applications was named a winner in the Memory & Storage category of the Embedded Computing Design (ECD) electronica Best in Show Awards at the electronica 2024. Submissions were evaluated by the ECD Content Team, with ratings assigned according to the entry's design superiority, comparative performance, and prospective market influence.

KIOXIA's Automotive UFS 4.0 embedded flash memory devices set a new benchmark in automotive memory solutions with their exceptional speed and capacity. They address critical automotive demands by offering robust performance, advanced diagnostics, and improved data reliability in a wide temperature range, all while meeting AEC-Q100 Grade 2 requirements.



Built to the JEDEC UFS standard specification for forward compatibility, the devices integrate KIOXIA's advanced BiCS FLASH™ 3D TLC flash memory technology and controller, making them a significant advancement in automotive data storage, poised to enhance the functionality and user experience of next-generation vehicles in the era of 5G connectivity.

“We are honoured that our Automotive UFS Ver. 4.0 has been named a winner in the Memory & Storage category,” says Axel Störmann, VP & Chief Technology Officer at KIOXIA Europe GmbH. “Our gratitude extends to ECD for this distinction. It is of significant importance to us to support customers through a comprehensive capacity lineup and reliable, application-tailored UFS solutions for the increasingly sophisticated needs of future automotive systems.”

Find out more about KIOXIA Automotive UFS here: <https://europe.kioxia.com/en-europe/business/memory/automotive.html>

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**Notes:**

[1] As of January 30, 2024. KIOXIA survey.

**About KIOXIA Europe GmbH**

KIOXIA Europe GmbH (formerly Toshiba Memory 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 breakthrough BiCS FLASH™, 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, SSDs, automotive and data centers.

Visit our [KIOXIA website](https://europe.kioxia.com)

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