



Announcement

KIOXIA Launches New Black Color Option for TransMemory U301 USB Flash Drives



Düsseldorf, Germany, 3 March 2023 – [KIOXIA Europe GmbH](#) today announced the addition of a black color option to its USB 3.2 Gen 1 compatible KIOXIA TransMemory U301 USB flash drive lineup. Small in size, but big on storage with a range of capacities up to 256GB, the TransMemory U301 USB flash drives are designed to go wherever you go as portable storage for photos, music, video, documents and more. The black color products will form a new color option lineup along with the existing white and light blue color products. The new black flash drives will be available from mid of March 2023.

For more detailed product information, please visit the [U301 product website](#).

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* Compatible PC & Mac:

Models equipped with the following OS, and the Type-A USB interface as a standard feature. Compatible with macOS Mojave 10.14, macOS Catalina 10.15, macOS Big Sur 11, macOS Monterey 12, macOS Ventura 13
Windows 10 and Windows 11

* Capacity is based on installed flash memory and not user available memory as part of the memory is used for

management functions. About usable capacity (available user area), please check our Website (1GB is calculated as 1,073,741,824 bytes).

* Company names, product names, and service names may be trademarks of third-party companies.

*Information in this document, including specifications, content of services and contact information, is correct on the date of the announcement but is subject to change without prior notice.

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 flash memory to today's breakthrough BiCS FLASH, KIOXIA continues to pioneer cutting-edge memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

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Contact details for publication:

KIOXIA Europe GmbH,

Hansaallee 181, 40549 Düsseldorf, Germany

Tel: +49 (0)211 368 77-0

Email: KIE-support@kioxia.com