



NEW GENERATION OF UFS WITH THINNER PROFILE AND FASTER READ/WRITE SPEEDS

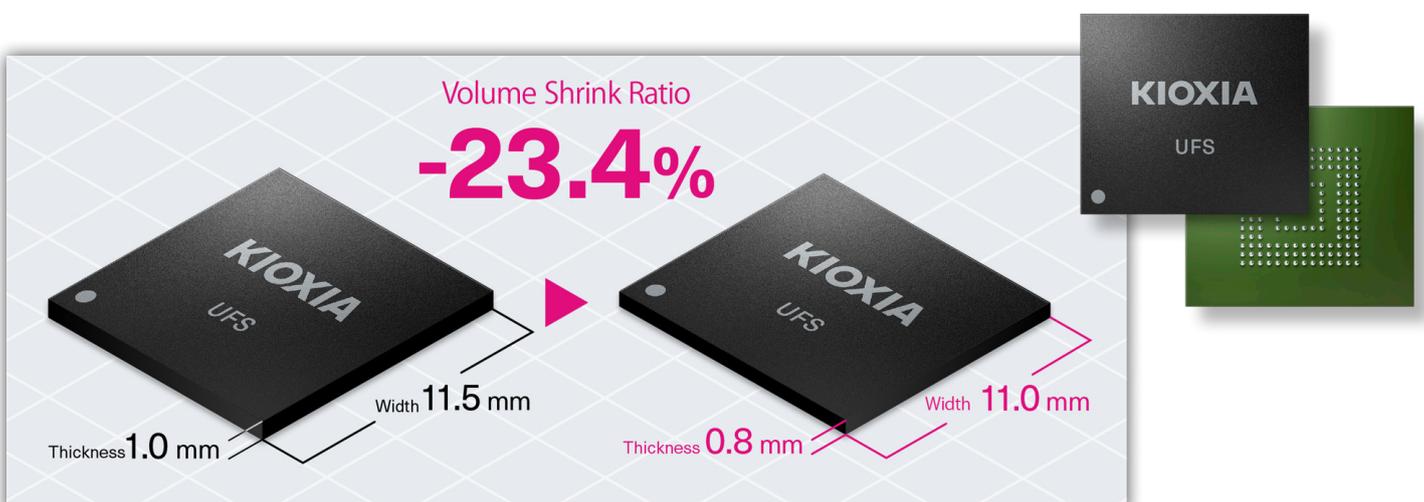
KIOXIA

KIOXIA pushes performance boundaries with new ver 3.1 UFS embedded flash memory devices

Universal flash storage (UFS) is a storage device targeted for applications that need both high-speed performance and low power consumption, like many modern mobile applications. UFS is a serial-interface device that uses NAND flash technology and was developed to be the higher performance follow-on solution to e-MMC memory, the prior-generation embedded flash memory for mobile applications.

KIOXIA Europe GmbH launched its newest generation of 256 and 512 gigabytes (GB) Universal Flash Storage (UFS) Ver. 3.1 embedded flash memory devices. Housed in 0.8 and 1.0mm-high packages, the new products improve performance by 30% for random read and 40% for random write – making them thinner and faster than their predecessors. The new KIOXIA UFS devices utilize the company's most current, high-performance fifth-generation BiCS FLASH™ 3D flash memory and are targeted to a variety of mobile applications.

The broad set of power and space conscious applications that utilize embedded flash memory continue to need higher performance and density, and UFS has increasingly been the solution of choice. From a total gigabyte perspective, UFS now accounts for the majority of the demand relative to e-MMC.





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Key Features

- Performance increase of approximately 30% for random read and approximately 40% for random write.
- Host Performance Booster (HPB) Ver. 2.0: Improves random read performance by utilizing the host side memory to store logical to physical translation tables. While HPB Ver. 1.0 only enables 4KB chunk size access, HPB Ver. 2.0 enables wider access - which can further boost random read performance.
- Thinner 256GB package at just 0.8mm height.
- Package volume shringed by 23%

Key Benefits

- High speed interface up to 1160 MB/sec / 2320 MB/sec
- Managed memory
- Package, interface, features, commands, etc. are standard
- Utilizes high quality KIOXIA BiCS FLASH™ memory in combination with a KIOXIA origin developed controller
- Smaller footprint on the PCB

Key Applications

- Consumer Electronics
- Multimedia Applications
- Industrial Applications
- Smart Applications

