

**Introducing the Toshiba StorE Art 3 Series –
modern, stylish and spacious external hard disk drives**



- *Toshiba launches latest models in the StorE Art HDD series*
- *New design and choice of colours for a contemporary look and feel*
 - *Storage capacities of up to 1TB (1000GB)*

London, UK, 16th April 2010 – Toshiba UK today announces a new range of stylish, portable hard disk drives (HDD) – the StorE Art 3 Series. A duo of new models feature brand new designs and hard drive storage of up to one terabyte (1TB) – the equivalent to one thousand gigabytes – allowing users to save even more documents, digital photographs, music or videos. Additional software provided with the StorE Art 3 also allows users to backup their PC system data so files are always safe, even if the PC fails.

The two StorE Art 3 models are available in 1TB or 750GB capacities, offering huge amounts of space for those looking to expand the storage on their PC or laptop. Both also feature an updated design, a contemporary gloss finish and a rubber edge for added durability. The 1TB model is available in black, with the 750GB option available in blue.

Pre-installed NTI® BackupNow EZ™ software enables users to easily backup their complete PC system with a single click, so in the event of data loss, users can restore their system even if Windows is unable to start. Additionally, the StorE Art 3 models feature a range of security features, including data encryption, password protection, and an internal shock sensor to prevent potential damage to the hard drive. The StorE Art 3 connects via a USB

2.0 cable, allowing documents, files and saved data can be quickly and easily transferred between computers, without the need for an external power supply.

The StorE Art 3 is available from May 2010.

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Notes to editors

For more information on specifications or press images, please contact the Toshiba team at Fever PR on 020 7792 7488 or toshiba@feverpr.com.

About Toshiba

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances.

Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 199,000 employees worldwide and annual sales surpassing 6.6 trillion yen (US\$73 billion). Visit Toshiba's web site at www.toshiba.co.jp/index.htm.