



Toshiba Announces New P300 2TB Desktop PC Hard Drive Running at 7200RPM

Düsseldorf, Germany, 1 June 2022 — Toshiba Electronics Europe GmbH announces the highspin P300 3.5 inch^[1] Desktop PC Hard Drive with 2TB^[2] storage capacity. Designed for desktop, PC computing, gaming and storage applications, where performance, capacity and reliability are all critical, these drives support 7200RPM operation and each feature a 6Gbit/s SATA interface.

Key to the elevated performance delivered by the new P300 Desktop PC Hard Drive is the shingled magnetic recording (SMR) technology that they leverage. Here overlapped tracks enable higher data density, so only the required magnetic surface is needed for correct reading. This is advantageous compared to conventional magnetic recording (CMR), where each track has to be separated by a small distance. Consequently, the SMR approach allows higher capacities to be attained within the same magnetic area as a CMR drive, leading to a lower total cost of ownership (TCO). The cache-architecture means that random re-writing issues can be mitigated.

The 2TB P300 highspin model incorporates a 256MB buffer, so that a sustained transfer rate up to 210 MiB/s^[3] can be provided, which is a 19% increase in data transfer speed compared to our conventional P300 Desktop PC Hard Drive series. These figures make the new P300 drives a highly optimised choice for addressing growing desktop computing demands, as well as web applications, gaming and data archiving work. The new Toshiba hard drive will be available in 3CQ 2022.

For more information on the new products, please visit:

<https://www.toshiba-storage.com/products/toshiba-internal-hard-drives-p300/>.

For more information on Toshiba's full line of HDD storage products:

<https://www.toshiba-storage.com/>.

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- [1]. "3.5-inch" means the form factor of HDDs. It does not indicate a drive's physical size.
- [2]. Definition of capacity: One terabyte (TB) = one trillion bytes, but storage capacity actually available may vary depending on operating environment and formatting. Available storage capacity (including examples of various media files) will vary based on file size, formatting, settings, software and operating system and/or pre-installed software applications, or media content. Actual formatted capacity may vary.
- [3]. One mebibyte (MiB) is calculated as 1,048,576 bytes (2 to the 20th power), and 1 gibibyte (GiB) is calculated as 1,073,741,824 bytes (2 to the 30th power).

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About Toshiba Electronics Europe GmbH

[Toshiba Electronics Europe GmbH](#) (TEE) is the European electronic components business of [Toshiba Electronic Devices and Storage Corporation](#) ("Toshiba"). TEE offers European consumers and businesses a wide variety of innovative hard disk drive (HDD) products plus semiconductor solutions for automotive, industrial, IoT, motion control, telecoms, networking, consumer and white goods applications. Next to HDDs, the company's broad portfolio encompasses power semiconductors and other discrete devices ranging from diodes to logic ICs, optical semiconductors as well as microcontrollers and application specific standard products (ASSPs) amongst others.

TEE has its headquarters in Düsseldorf, Germany, and branch offices in France, Italy, Spain, Sweden and the United Kingdom providing marketing, sales and logistic services. The company's president is Mr. Tomoaki Kumagai.

For more company information visit TEE's website at www.toshiba.semicon-storage.com and <https://www.toshiba-storage.com/>

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