

NEWS RELEASE

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Toshiba's *NAND Flash Deprivation Experiment* Looks at the Changing Face of Photography

Photography has Come a Long Way From the Days of the Darkroom

IRVINE, Calif., October 10, 2012 — What would [photography](#) be without NAND flash? NAND flash is to photography what a food processor is to chopping vegetables – it doesn't make the act of taking pictures possible, but it sure makes it easier – and produces better results. From developing photos in a darkroom to having to manually forward through to the next picture on the roll of film, photography has come a long way over the past 25 years – thanks to [NAND flash](#).

The latest in a series of NAND Flash Deprivation Experiment videos from Toshiba, the company that invented the technology 25 years ago, takes a humorous look at how photography has changed since the invention of flash technology. [Click here](#) to see the test subjects attempt to shoot a still life portrait with old-school cameras that use actual film.

[Toshiba America Electronic Components, Inc.](#), (TAEC)*, a committed leader that collaborates with technology companies to create breakthrough designs, has created a series of videos to take a look at how different life would be without NAND flash. Think about it for a moment, could YOU function without it?

Snapshot: Digital Photography Stats and Facts

- Today's digital photography industry (cameras, lenses, printers and accessories) is valued at more than \$68 billion.
- The global market for digital cameras will reach 155 million units by 2017, according to Global Industry Analysts, Inc.

- The CIPA (Camera & Imaging Products Association) reports that digital camera shipments by CIPA members (the majority of digital camera manufacturers) are up 27 percent overall in the first half of 2012 when compared to the same period last year.
- Millions of dollars are being made by mobile developers who are attempting to keep up with the demand for photo apps quickly enough to satisfy the demands of serious cameraphone photographers.

Recent Product Breakthroughs from Toshiba

- FlashAir: Recently, Toshiba added to its lineup of SD cards - FlashAir™ is the world's first SDHC memory card with embedded wireless LAN functionality to meet the SD Memory Card iSDIO Standard. FlashAir allows consumers to wirelessly send photos and content from the camera to the cloud, PC, printers, smart phones, and more.
- microSDHC EXCERIA™: Toshiba just added [microSDHC](#) products to its line of EXCERIA high performance SDXC and SDHC memory cards. The new cards offer the industry's leading performance in this format -- which is the smallest currently available. The first microSDHC EXCERIA cards are designed for use in extreme conditions and demanding applications that require high performance and reliability – including professional and sports photography.

Toshiba NAND Flash Milestones

- 1987 – NAND flash memory invented - technology was presented by Toshiba at IEEE International Electron Devices Meeting (IEDM).
- 1999 – SD memory card introduced by Matsushita, SanDisk and Toshiba.
- 2001 – World's first commercial 1Gb MLC NAND flash chip introduced.
- 2009 – Toshiba's 3-bit-per-cell 32-gigabit (Gb) chip represented the industry's smallest die-size yet achieved.

Tags/Keywords

NAND flash, flash memory, smartphones, music players, tablets, data storage, consumer electronics, SSDs, digital still cameras, digital video cameras, cloud computing, eReaders, mobile devices, semiconductor memory

***About Toshiba Corp. and TAEC**

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