



### **Toshiba expands storage evaluation services in EMEA with new HDD Innovation Lab**

The facility focuses on optimising hard disk drive configurations in cloud storage, surveillance and NAS systems

**Düsseldorf, Germany, 12 March 2025** – Toshiba Electronics Europe GmbH (Toshiba) has inaugurated a new HDD Innovation Laboratory (HDD Innovation Lab) at its site in Düsseldorf, Germany. The facility expands Toshiba’s HDD (hard disk drive) evaluation capabilities to customers and partners in Europe and the Middle East, supporting them in identifying the optimal HDD setups for their applications. Its main purpose will be the evaluation of HDD configurations for larger IT such as storage area networks (SAN), network-attached storage (NAS), surveillance systems and cloud storage.

“This new HDD Innovation Lab represents a significant leap forward in providing bespoke solutions and advancing HDD technology,” said Rainer W. Kaese, Senior Manager, HDD Business Development at Toshiba Electronics Europe GmbH. “It demonstrates Toshiba’s commitment to drive the industry forward and support customers and partners with

technical expertise and resources. We look forward to strengthening existing collaborations and exploring the future business opportunities the new facility will bring."

## **Comprehensive testing services**

At the core of the Lab's capabilities is the evaluation of HDDs and customer-specific architectures. It provides a platform for Proof-of-Concept activities and the configuration of unique architecture setups. A key feature of the Lab is its ability to conduct benchmarking across various architectures. It brings together all the essential components needed for benchmarking hard disk drive-based storage architectures such as different servers, JBODs (Just a Bunch of Disks), chassis, controllers, cable and software for operating systems, video management and storage. The facility is also equipped with accurate power analyzing equipment for energy consumption benchmarks.

## **Sharing knowledge**

Post-evaluation, the HDD Innovation Lab provides tailored responses to customer questions, ensuring that the insights gained from rigorous testing are shared effectively. It will also conduct internal investigations into the performance and optimisation of its own ranges of HDDs. The results, in the form of whitepapers and lab reports, are made available on the Toshiba Storage website.

To further support customer engagement, the Lab offers additional services such as the shipment of loan samples for self-evaluation. This service is available for both smaller and larger quantities, ensuring that customers can thoroughly assess the devices in their own environments.

Toshiba will also use the facility to host live demonstrations for Enterprise, Surveillance, and NAS/SAN applications at forthcoming trade fairs, sharing knowledge and showcasing the latest advancements in storage solutions.

More information about the HDD Innovation Lab can be found here:

<https://www.toshiba-storage.com/hdd-innovation-lab>.

A virtual video tour of the new HDD Innovation Lab is available here:

<https://youtu.be/N41ZjoCq5GU>.

For more information about Toshiba HDDs visit: [www.toshiba-storage.com](http://www.toshiba-storage.com).

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### **About Toshiba Electronics Europe**

[Toshiba Electronics Europe GmbH](#) (TEE) offers European consumers and businesses a wide variety of 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.

In addition, TEE also offers Toshiba's SCiB™ battery cells and modules with lithium titanium oxide (LTO) for heavy-duty applications and Silicon Nitride (SiN) ceramic substrates used in power semiconductor modules, inverters and converters for their heat dissipation characteristics and strength.

TEE has its headquarters in Düsseldorf, Germany, with branch offices in France, Italy, Spain, Sweden and the United Kingdom providing marketing, sales and logistics services.

Visit Toshiba's websites at [www.toshiba-storage.com](http://www.toshiba-storage.com), [www.toshiba.semicon-storage.com](http://www.toshiba.semicon-storage.com), [www.scib.jp/en](http://www.scib.jp/en) and [www.toshiba-tmat.co.jp/en/](http://www.toshiba-tmat.co.jp/en/) for further company and product information.

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