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# WHY THIS ARTICLE MATTERS



**ElectronicDesign.**

## 11 Myths About 3D Flash Memory

*Think you know all about 3D flash memory and what the future has in store for this technology?*

When busting myths is an important communications goal for your sales team – don't wait for your competitors to do it. We helped KIOXIA to take charge and contribute an article that addresses those myths head on! The result is a leadership piece that summarizes the market and clears confusion around the various technology offerings available.

## **KIOXIA**

**KIOXIA** is a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH™ 3D technology, KIOXIA continues to pioneer innovative memory, SSD and software solutions that enrich people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive, and data centers.