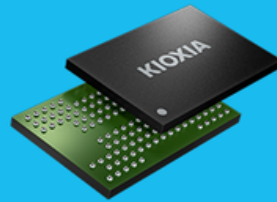


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WHY THIS ARTICLE MATTERS

KIOXIA



INVENTOR OF FLASH MEMORY

35

YEARS OF INNOVATION

**Flash Memory
Has Forever Changed
Our World**

Forbes

[NAND Flash Memory Turns 35 This Year](#)

"...new applications have been born, many of which would simply not exist were it not for the advances being made to KIOXIA's invention."

A milestone achievement deserves to be taken notice of – and the 35th anniversary of KIOXIA's invention of flash memory certainly fit the bill. A year long campaign resulted in lots of kudos and coverage – with top tier outlets like Forbes providing the icing on the cake.

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.