

Toshiba Electronics Europe selects ModusLink's solution center in Brno, Czech Republic to provide content loading services for flash memory products

ModusLink's content delivery solution well positioned for new and growing market opportunity

ModusLink has announced that Toshiba Electronics Europe GmbH (TEE), the European electronic components business of Toshiba Corporation, has selected ModusLink's solution center in Brno, Czech Republic to provide on-demand configuration capabilities. TEE has certified the solution center and will be leveraging ModusLink's content delivery solution to meet its customers' requirements for pre-loaded flash memory devices.

The evolution of mobile computing technology, in particular the proliferation of tablets and smartphones, is changing how people use technology to access information and stay connected. Gartner recently forecasted worldwide media tablet sales to grow to 118.9 million units in 2012, a 98 percent increase over 2011 sales¹. These devices, as well as many of the ultrabooks on the market today, don't have standard CD/DVD drives but do have USB ports and SD slots. Offering recovery media and other large-file software pre-loaded onto SD and microSD cards or USB drives gives consumers a viable back-up option and allows for situations where wireless downloads of software may not be practical.

"ModusLink has the configuration capabilities, infrastructure and global footprint needed to effectively deliver a true on-demand content solution at a critical time in the advancement of mobile and tablet technology," said Naoyoshi Hosoda, vice president, Toshiba Electronics Europe. "With our pre-loaded media devices, we can provide consumers with the same secure access to content and software they have come to expect with conventional computing platforms."

Pre-loaded flash media can be leveraged for an array of products including consumer electronics, software and other digital content, medical devices and automobile navigation systems. A number of companies in these varied industries are utilizing this service today to meet their pre-load requirements.

"We expect the number of devices without optical drives to increase in the coming years as additional industries embrace mobile and wireless technology and the need for solutions like Toshiba's will grow," said Tom Nightingale, president, sales and marketing, ModusLink. "We're seeing this already; the use of in-vehicle navigation systems that function best with regular map updates is one such example. By enabling a demand-driven solution for customers requiring flash media with pre-loaded content, both Toshiba Electronics Europe and ModusLink are well positioned to meet the needs of this rapidly growing market opportunity."