



Press Release

KIOXIA launches new virtual booth for consumer storage products powered by AddVideos



Düsseldorf, Germany, 22 February 2022 – [KIOXIA Europe GmbH](#), a world leader in memory solutions, has today announced an exciting new virtual booth for its consumer storage products. The booth will provide visitors with a platform to learn more about KIOXIA's expansive product portfolio in a playful digital environment. This includes memory cards, USB flash drives and SSDs for mobile and action, office and backup, gaming and photography.

This exciting project aims to deliver seamless digital interactions - showcasing KIOXIA's innovative products in unique and engaging ways. The [KIOXIA virtual booth for consumers](#) has all the top-notch features that people have come to expect from AddVideos booths.

A key functional aspect of the KIOXIA booth is its virtual presenter, which adds significantly to the level of realism and provides greater engagement. She will welcome visitors and direct them to various key areas. Visitors will be able to view comprehensive information and watch videos covering the entire KIOXIA product portfolio.

360° animations of products being unboxed can be seen, mimicking consumer behaviour at home. There are other eye-catching animated elements incorporated, such as a dancing avatar and a flying drone. Moreover, in the gaming corner visitors can experience use cases for high-performance gaming SSDs.

“We are so proud to work with KIOXIA Europe. Its innovative spirit has proved to be a continuous source of inspiration for our creatives,” says Phil Jordan, CEO of AddVideos.

“AddVideos’ unique virtual booths have enabled us to offer an efficient extension to in-person trade shows”, adds Jamie Stitt, General Manager B2C Sales & Marketing at KIOXIA Europe GmbH. “Our clients can now access a digital twin of a real-life tradeshow booth, allowing them to discover the wealth of products we can offer from the comfort of their homes or offices.”

Visit the [virtual booth for consumers](#) and discover KIOXIA’s storage products in a playful and interactive environment.

###

About KIOXIA

Europe GmbH KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European-based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of flash memory to today’s breakthrough BiCS FLASHTM, KIOXIA continues to pioneer cutting-edge memory solutions and services that enrich people’s lives and expand society’s horizons. The company’s innovative 3D flash memory technology, BiCS FLASHTM, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

[Visit the KIOXIA website](#)

About AddVideos

AddVideos based in Germany is a team of creatives offering very innovative eye-catching and informative solutions, which include virtual booths, virtual digital spaces, panoramic tours, real time animations, and video production services, everything to attract attention and generate business. AddVideos understands the applied value of quality content and outstanding presentation and has extensive experience working with international companies of all sizes and sectors that target deeper marketing reach, higher brand recognition, and better sales through attractive outreach and by promoting meaningful, engaging connections with clients.

[Visit the AddVideos Website](#)

Contact details for publication:

KIOXIA Europe GmbH, Hansaallee 181, 40549 Düsseldorf, Germany

Tel: +49 (0)211 368 77-0

E-mail: KIE-support@kioxia.com

Contact details for editorial enquiries:

Lena Hoffmann, KIOXIA Europe GmbH

Tel: +49 (0) 211 36877 382

E-mail: lena1.hoffmann@kioxia.com

Issued by:

Birgit Schöniger, Publitek

Tel: +49 (0)4181 968098-13

E-mail: birgit.schoeniger@publitek.com

Web: www.publitek.com