



Data I/O Wins EM Asia Innovation Award for New Universal Flash Storage (UFS) Support on LumenX Programming Platform

LumenX Support for UFS on the PSV7000 doubles UFS programming throughput of existing solutions

Redmond, WA, April 2018 – Data I/O Corporation (NASDAQ: DAIO), a leading global provider of advanced data programming and security provisioning solutions for flash-memory, flash based microcontrollers, secure elements and authentication ICs, announces that it has been awarded a 2018 EM Asia Innovation Award in the category of Programming for its UFS device programming support for automotive applications on the LumenX™ programming platform. The award was presented to the company during an April 25, 2018 ceremony at the Shanghai World Expo Exhibition & Convention Center during NEPCON China.

“We are honored to receive the EM Asia Innovation Award for UFS support on the LumenX Programming Platform,” said Doctor Ma Qinghua, General Manager, Data I/O China. “New requirements for faster performance, improved responsiveness and growing file sizes for IoT devices, the connected car and wireless applications are driving adoption of Universal Flash Storage (UFS), the next generation flash memory. China electronics manufacturers are faced with an extraordinary challenge to manage exponential growth in content and transition to new Flash Memory technology while maintaining production throughput. Data I/O is thrilled to extend support on LumenX for UFS devices delivering maximum performance, flexibility and throughput for the lowest total cost to our customers.”

Automotive electronics programmable flash content is projected to grow from 32GB to over 1 TB and beyond by 2025; driven primarily by infotainment systems and connected and autonomous cars. Universal Flash Storage (UFS) is the next generation flash memory used in the latest automotive designs to support the projected growth in programmable content. The LumenX programming platform is architected to deliver the highest programming performance for eMMC and UFS flash memory today and is extensible to meet projected performance requirements in the future.

UFS support is available on the LumenX Desktop or integrated into the PSV5000 and PSV7000 automated programming systems. With more than 175 PSV systems installed globally, existing customers can protect their investments and easily upgrade their PSV systems to support UFS as their production requirements change. The combination of LumenX programming technology in a PSV system delivers the maximum performance, flexibility and throughput for the lowest total cost.

Established in 2006, the EM Asia Innovation Awards program strives to recognize and celebrate excellence in the Asian electronics industry, inspiring companies to achieve the highest standards and push the industry forward.

Learn more at www.dataio.com/lumenx.

About Data I/O Corporation

Since 1972 Data I/O has developed innovative solutions to enable the design and manufacture of electronic products for automotive, industrial/Internet-of-Things, consumer electronics, markets and their programming center and contract manufacturing partners. Today, our customers manufacture hundreds of millions of products each year using Data I/O programming solutions to reliably, securely, and cost-effectively deliver their Intellectual Property into programmable devices. Our expertise in programmable integrated circuits, global supply chain processes, factory integration and IP management and protection helps bring innovative new products to life. These solutions are backed by a global network of Data I/O support and service providers, ensuring success for our customers.

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