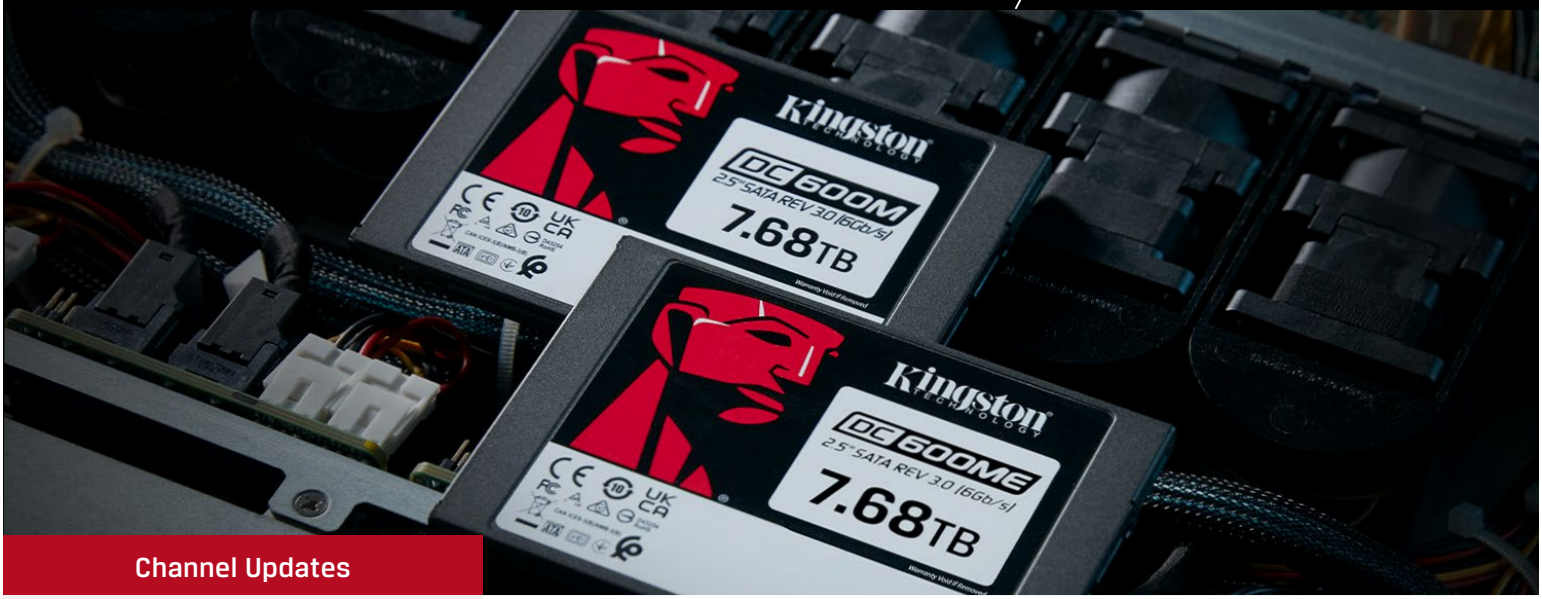
MARKET UPDATE

KINGSTON CORPORATE CHANNEL NEWSLETTER

QUARTER 1 | 2025

Kingston TECHNOLOGY
BUILT ON COMMITMENT



Channel Updates

DRAM

- The Server Memory market is showing strong demand as AI servers head into Q1 2025.
- The demand for consumer-related applications is expected to shrink.

NAND

- NAND oversupply is expected in 1H'25 with undersupply in 2H.
- Client SSD pricing projection is soft in 1H'25, with Enterprise SSD pricing outlook to be flat.
- CSP/Enterprise AI Server demand still strong, especially for high caps.

Kingston DC600M Series 2.5" SATA Enterprise SSD

Enterprise class mixed-use SSD with power loss protection

Kingston's DC600M and DC600ME SSDs are 4th generation data center SATA 3.0, 6Gbps SSDs utilizing 3D TLC NAND intended for "mixed-use" server workloads. Both are well-suited for a wide variety of server applications and include on-board power loss protection via hold-up capacitors. DC600M and DC600ME are designed to protect data against unexpected power failure and to ensure the drive will successfully re-initialize on the next power-up of the system. Designed to deliver low latency and IO consistency for system integrators, hyperscale data centers, and cloud service providers. DC600ME features AES 256-bit encryption and supports TCG OPAL 2.0 security standards. Capacities available from 480GB-7.68TB1 to meet your data storage requirements.

The Benefits of Using Kingston Data Center SSDs

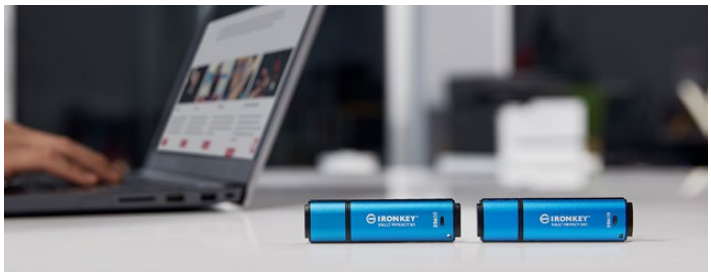
Kingston's DC600M enterprise SSDs are 4th generation data center SATA 3.0, 6Gbps SSDs with 3D TLC NAND for mixed-use server workloads. They feature on-board power loss protection, low latency, and I/O consistency for system integrators, hyperscale data centers, and cloud service providers. The DC600ME also includes AES 256-bit encryption and supports TCG OPAL 2.0 security standards. Available capacities range from 480GB to 7.68TB[1].

- Designed for data center environments
- Hardware-based power loss protection
- Latency and IOPS consistency
- AES 256-bit Encryption with DC600ME
- Capacities up to 7.68TB[1]

Resources

DC600M Series Enterprise SATA 3.0 SSD – 480GB – 7.68TB - Kingston Technology

more ››



Kingston IronKey Vault Privacy 50 Series

FIPS 197 certified & XTS-AES 256-bit encrypted USB drive for data protection

Kingston IronKey™ Vault Privacy 50 series are premium USB Type-A and USB Type-C®[1] drives that provide enterprise-grade security with FIPS 197 certified AES 256-bit hardware encryption in XTS mode, including safeguards against BadUSB with digitally-signed firmware and against brute force password attacks. VP50 has been penetration tested (pen tested) for enterprise-grade security. As encrypted storage under the user's physical control, VP50 series are superior to using the internet and cloud services to safeguard data.

The Vault Privacy 50 supports multi-password options (Admin, User, and One-Time Recovery) with Complex or Passphrase modes, enhancing data recovery if a password is forgotten. Complex mode allows for 6-16 character passwords using 3 out of 4 character sets, while Passphrase mode supports numeric PINs, sentences, lists of words, or lyrics from 10 to 64 characters. Admins can enable or reset passwords and use the "eye" symbol to reveal typed passwords, reducing typos. Brute force protection locks out passwords after 10 invalid attempts and crypto-erases the drive after 10 incorrect Admin password entries.

To protect against malware, both Admin and User can set Read-Only mode, and the virtual keyboard shields passwords from keyloggers. Organizations can customize VP50 drives with a Product ID for integration with endpoint management software. Small and medium businesses can use the Admin role to manage drives locally, reset passwords, recover data, and comply with regulations.

- FIPS 197 Certified with XTS-AES 256-bit Encryption
- Brute Force and BadUSB Attack Protection
- Pen Tested for Enterprise-Grade Security
- Multi-Password Option with Complex/New Passphrase Modes
- Dual Read-Only (Write-Protect) Settings
- Locally Manage Drives for Small and Medium Businesses

Resources

Ironkey VP 50 Encrypted USB

Enhance Small Business Cybersecurity with Kingston Ironkey

Utilizing cloud services is a convenient option for businesses; however, it is imperative to audit and scrutinize the security practices of cloud providers and ensure that data stored in the cloud is appropriately encrypted. Moreover, encryption keys should be securely stored and safeguarded. Although the cloud represents the fundamental level of cybersecurity for small businesses, it possesses certain vulnerabilities.

Not all company data merits storage in the cloud. Certain data, due to its immense value, necessitates control through local storage, often disconnected from the internet, a practice referred to as "air-gapping." Additionally, employees seeking access to the cloud during travel often connect to Wi-Fi at airports, hotels, and coffee shops, which are known hotspots for cybercriminals aiming to hack computers, steal data, and deploy malware and ransomware.

The repercussions of a data breach can be financially devastating and potentially fatal to a small to medium-sized business (SMB). To avert such catastrophic outcomes, it is crucial for businesses to implement technology to protect their data. Given these risks, air-gapped storage—hardware-encrypted storage drives controlled by employees and kept offline—represents the most robust form of mobile data cybersecurity. These drives feature a built-in security system that is always active, requires proper authentication, and includes a self-destruct mechanism to safeguard against password guessing.

Many businesses have transitioned to storing sensitive information or intellectual property on IronKey drives. These drives are easily transportable, and SMBs frequently provide or ship them to customers or clients with detailed instructions on accessing the data.

Resources

Enhance Small Business Cybersecurity with Kingston Ironkey

- Kingston Technology

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1. Some of the listed capacity on a Flash storage device is used for formatting and other functions and thus is not available for data storage. As such, the actual available capacity for data storage is less than what is listed on the products. For more information, go to Kingston's Flash Memory Guide.

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