



FOR IMMEDIATE RELEASE

Datalight News

For information, contact:

Rob Hart, Marketing Manager

425.686.1049

Rob.Hart@datalight.com

Datalight Software Improves Random IOPS by 21 Times with New eMMC Driver for Linux and Windows Embedded CE

Santa Clara, CA (Flash Memory Summit), – August, 21, 2012 – Today Datalight announced FlashFXe™, the only eMMC driver for Linux and Microsoft Windows Embedded Compact (Windows CE) operating systems that dramatically reduces write amplification, a key shortcoming of solid-state storage. The new driver provides as much as 21 times more random write IOPS when used in combination with Datalight's Reliance Nitro™ file system, resulting in an improvement in database operations with no loss of reliability. In addition, the more efficient writing profile puts less wear on the flash parts, extending their lifetime and consuming less battery power to accomplish the same tasks.

FlashFXe supports advanced features of eMMC to safeguard sensitive information for data-intensive applications by using Secure Erase and Trim. The FlashFX® family of flash memory management tools are the top choice for data-critical applications from leading OEMs for decades, thanks in part to the company's reputation for responsive and accessible support.

"Storage performance on mobile devices is not keeping pace with the performance of 4G and wireless networks, and is becoming the significant bottleneck in user experience," said Ken Whitaker, Datalight VP of Engineering. "The new technology featured in FlashFXe is a game-changer for solid-state flash storage."

"Write amplification is the Achilles heel of solid state storage, draining performance, battery life and flash endurance," said Datalight CEO Roy Sherrill. "The flash-aware allocation in FlashFXe makes write amplification a virtual non-issue, and allows OEMs to achieve a dollars-per-IOP ratio previously out of reach with their existing hardware."

The Reliance Nitro file system and FlashFXe driver comprise the Datalight flash file system solution for eMMC. Reliance Nitro was designed from the ground up for high performance applications. Dynamic Transaction Point™ technology provides 100% immunity from file corruption, even after unexpected system interruption. Reliance Nitro goes through extensive

reliability testing, including more than 2 million random power cycle tests without a failure. Embedded applications can benefit from faster boot times that remain consistent for the life of the product, regardless of disk size. Datalight flash file system products are available on VxWorks, Windows Embedded Compact, Windows Embedded Handheld, Linux and many other operating systems.

About Datalight

Datalight, Inc. headquartered just north of Seattle, Wash., develops technologies to enable risk-free mobile data. Datalight file system and device driver software ensures reliability, performance and flexibility, and is used worldwide on many of today's most well-known devices.

###

DATALIGHT, Datalight, the Datalight Logo, FlashFX, FlashFX Tera, Reliance Nitro, ROM-DOS, One-Boot, One-Boot+File, and Sockets are trademarks or registered trademarks of Datalight, Inc. All other product names are trademarks of their respective holders. Specification and price change privileges reserved.