



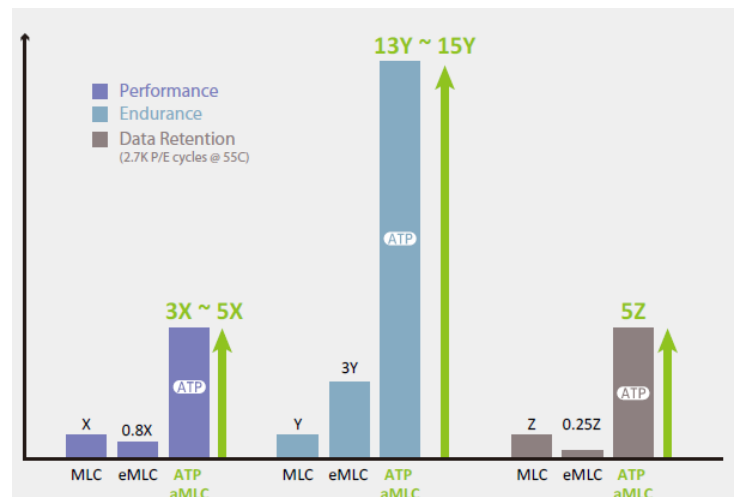
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ATP Introduces *advanced*MLC (aMLC) Technology at Flash Memory Summit 2014

aMLC provides Best Drive-Write Per Day Over Cost(DWPD/Cost) Compared to SLC/eMLC/MLC

Taipei, Taiwan (July, 2014) - ATP, the leading manufacturer of embedded Flash and ruggedized SSD and DRAM modules, introduces its latest technology, *advanced*MLC, also known as “aMLC”. Developed by ATP, aMLC is an advanced firmware technology uniquely implemented onto ATP’s NAND Flash products to vastly improve the endurance and performance of these storage devices while using mainstream MLC NAND to provide the best cost effective solution for any read/write intensive applications. ATP will showcase this technology and related products at the Flash Memory Summit 2014 from August 5 to 7 at the Santa Clara Convention Center, booth# 516.

Endurance and performance are the two critical factors for a NAND Flash storage device to meet the demanding industrial operating requirements. However, system and product designers often have to make compromises to fulfill the necessary criteria due to the inherent high cost of SLC NAND Flash components. To address this requirement, ATP introduces aMLC technology by implementing its unique firmware to manipulate four states of MLC into two states, which dramatically widens the disturbance margins among NAND Flash cells. In addition, aMLC can provide more than 13x (40K P/E) higher endurance than traditional MLC NAND, with write performance close to SLC. As such, aMLC is best suited for any write intensive application requiring competitive Drive-Write-Per-Day over Cost (DWPD/Cost).



To learn more about ATP aMLC technology and its latest NAND Flash reliability solutions, ATP will deliver a presentation session on “Innovative Reliability NAND Flash Solution Selection and Configuration”, on Thursday, August 7th, from 2:40-3:55PM at the Flash Memory Summit conference.

The ATP initial aMLC product lines include mSATA, SlimSATA, and 2.5” SSD, with others to follow. For further details contact your local ATP representatives, or email info@atpinc.com



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About ATP

ATP is a leading manufacturer of high performance, high quality and durable NAND flash memory solutions as well as DRAM memory modules. With over twenty years of experience in the design, manufacturing and support of memory products, ATP continues to focus on business critical applications such as industrial automation, telecom, medical and enterprise computing where high levels of technical support, performance consistency and wide operating temperature ranges are required. For more information on ATP aMLC products, please contact us at Info@atpinc.com.

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