Flash Memory's Killer App

**Flash Memory Summit – Beer and Pizza Panel
Panelist: Jay Elliot, Founder, Co-Chairman**

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Flash is Everywhere

Portable Storage market is strong and growing

- Windows PCs – 1.8 billion – 20% CAGR
- Cell Phones – 1.5 billion – 400% CAGR
- Flash Drives – 100 million – 200% CAGR
- Mp3 players - 35 million – 250% CAGR
- Portable Hard Drives – 5 million – 150% CAGR

How Has Windows Failed the 2006 Consumer?

■ With Windows XP, people interact with computers differently than they used to

  • Then – one person, one computer, every day

  • Now -- people interact with three, four, or more machines every day

■ Windows - outdated mindset of One-Computer-One-Person

  • No seamless way to untether your data from one Windows machine

  • Windows Server and networking products address workplace needs

    – but only within the corporate network

"Wow! Don't know how I lived without this!"

Henry Tsai, Sales Professional

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Windows Data Portability for Multi-Computer Users -- Bring a Friend!

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The Time Has Come

- The time has come to separate hardware control layer from user management layer in consumer OS
  - Sales figures won't change if you view them on a different monitor or print them on a different printer
- Growing population of Multi-Computer users demand true data portability
  - Work with one unified set of data, no matter where you're sitting

Flash Holds the Heart and Soul

- The Killer App of Flash – enable portability demanded by the growing population of Multi-Computer users

- Flash = heart, soul of the PC, containing all user information

- PC = still useful as the controller of your input/output hardware - like mice, printers and USB ports – ready, willing to accept any user's Flash Computer

Why is Flash Memory the Solution?

- Why is software-enabled flash memory the best data portability solution?
  - Speed
  - Security
  - Network Access Independence
  - Portability
  - USB port ubiquity
  - Costs (up-front, maintenance)
  - Zero-footprint (No installation, no data left behind)

Who Are the New Multi-Computer Users?

Who are these Multi-Computer users?

- The User, Usage-Centric Environment
- "The Computer Commuter"
- "The Road Warrior"
- The Student User
- Teleworkers – "Hot Desking"