innovation –
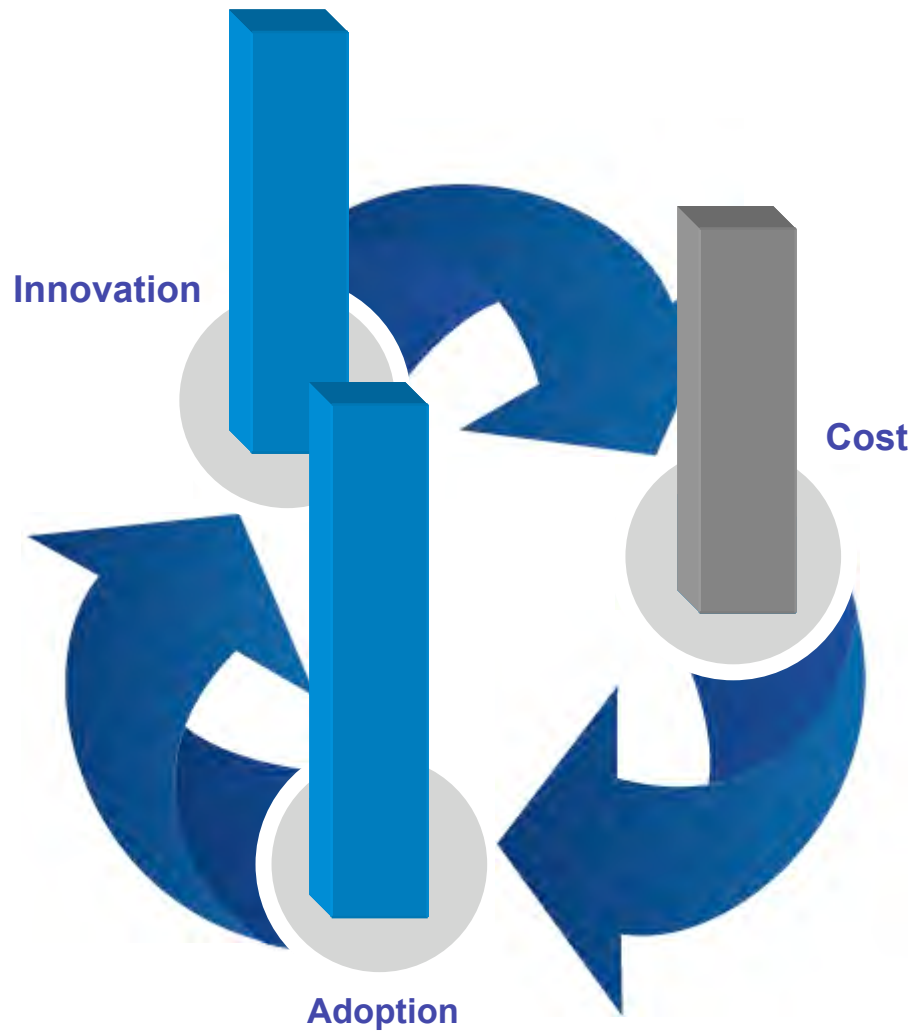# the key to the next big flash "thing"

Noam Kedem

VP marketing
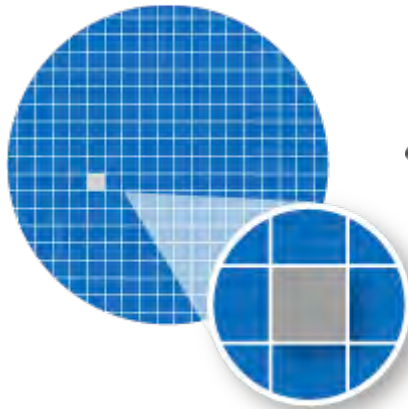
msystems

silicon innovation, cost, adoption
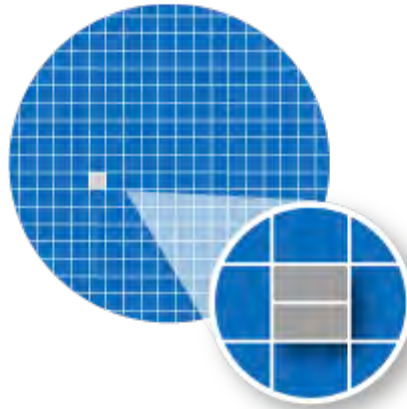
cost, adoption, device innovation

SLC   MLC   x4

+?

msystems

innovation creates new value

Innovation

CIRQUE
DU SOLEIL
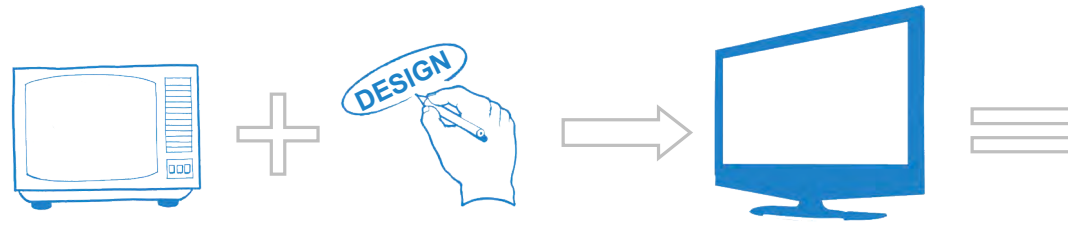
innovation in our CE universe

Innovation

personal storage drivers

- images

- audio

- video

- is there a limit to the combinations? no!

- life is analog. the options are endless. literally.

- who knows what next year will bring... (who foresaw camera phones? iPod nano?)

- but I can point you to the outer reaches of our personal storage universe...

Flash Memory
SUMMIT

msystems

Gordon Bell – MyLifeBits project

- a Microsoft Research project, researcher Gordon Bell

- 40MB/day, 1GB/month, ~1TB/life ...

- http://research.microsoft.com/barc/mediapresence/MyLifeBits.aspx

- take a look at this presentation to get an idea on what's ahead - http://research.microsoft.com/~gbell/Bell_MyLifeBits_Talk_SIGMOD_050614_web.ppt

- 1TB in flash – could be popular before 2014... :)