



Getting personal: meeting the growing personal storage needs of consumer applications

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Predictions clash with reality

“The sun rises in the East, compasses point North, and Intel Corp. and Advanced Micro Devices Inc. (AMD) are the number one and two players in the flash memory market -- that is, until last year.”
Jonathan Cassell, a senior analyst with iSuppli Corp, March 11, 2003, techweb.com

“...NAND won't replace notebook hard drives as long as Microsoft keeps expanding the number of storage-heavy features in its software...”

Semico Research, 2006

Consumers shape reality: driven by cost

- Consumers are seeking new on-the-go experiences (audio, video, gaming...)
- Consumers want new memory-hungry devices without paying more
- The flash industry must innovate to offer consumers the right technology at the lowest possible cost



Innovation drives continued prosperity

Reduces costs



The out-of-the box strategy: mDOC

- Instant access to multimedia services
- Ease of integration to the most cost effective NAND technology



x4 technology:

- 4-bit/cell MLC NAND
- 30% cost savings in comparison with 2-bit/cell MLC NAND flash production



Increases profits



The MNO-centric strategy: mSIM

- High-density SIM card transforms any handset, low-end or high-end, into a multimedia and applications machine



The smart platform: mDrive U3

- Smart and personal USB storage
- Enables multiple software applications



Thank you

