



# U3: The smart drive computing platform



## Agenda

- Video clip – 3 minutes
- Our Vision
- About U3
- The U3 Platform
- Market Opportunity and Vision
- Q&A



## U3: Disrupting Personal Computing



By the end of 2008, people will install software on a smart drive, not their computer's hard drive, for use on any computer

U3 enables \$50 ultra-portable, personal computing



# U3: Where Are We Today?



San José, CA USA  
August 2006



## U3's Progress to Date

- Founded Dec '04, company launch Jan '05
- Hardware Partners
  - 50+ U3 smart drive models shipping from 17 companies
  - Product shipping in North America, Europe, Japan and China
  - Second Source Controller available September 2006
- Developer community and software titles
  - SDK released October 2005, 4000+ developers
  - Full Certification Program
  - 100+ U3 smart software titles available today
  - U3 Software Central and localized software titles in English, French, German, Italian, Spanish, Japanese, Chinese

## U3 Smart Hardware Partners

**SanDisk**

m**systems**

**Verbatim**



**Kingston**  
TECHNOLOGY

**I-O DATA**

**ELECOM**

**TOSHIBA**

**INTUIX**



**Memorex**

**TwinMOS**

**disk2go**

**busbi**

**pqi**

**hama**

**COSAG**  
COS Memory AG





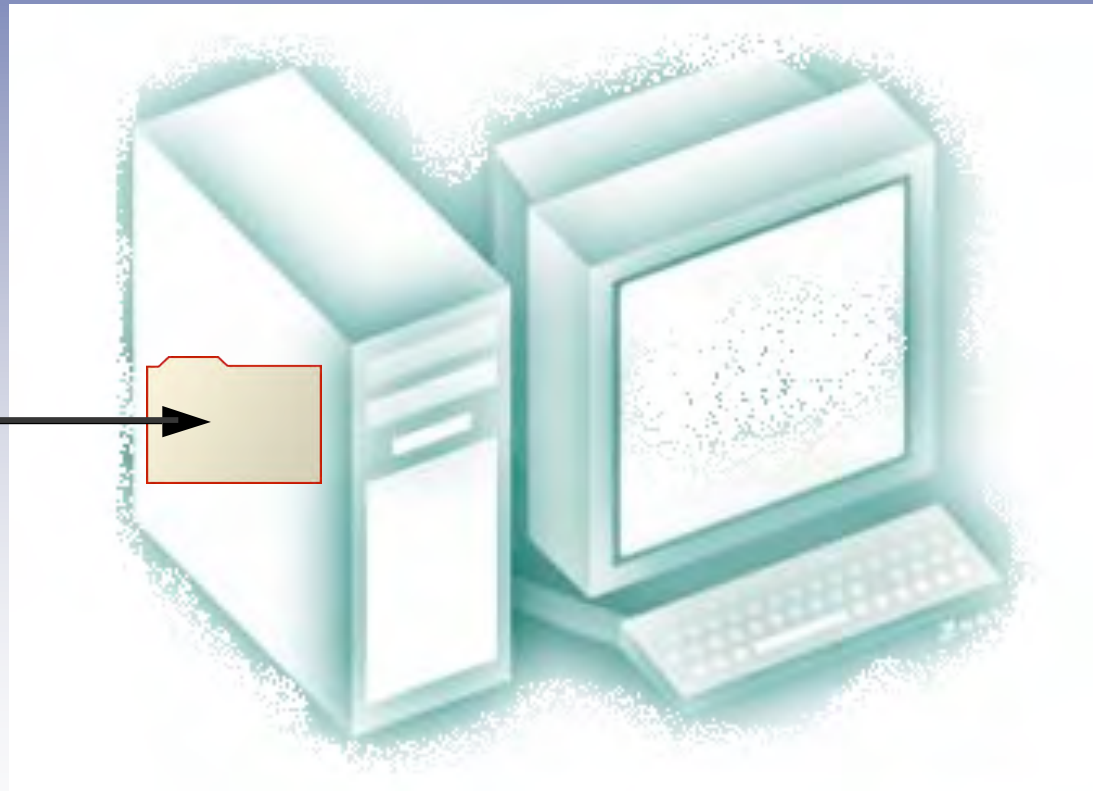
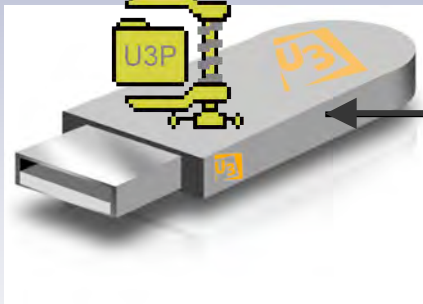
# Technology Overview



San José, CA USA  
August 2006

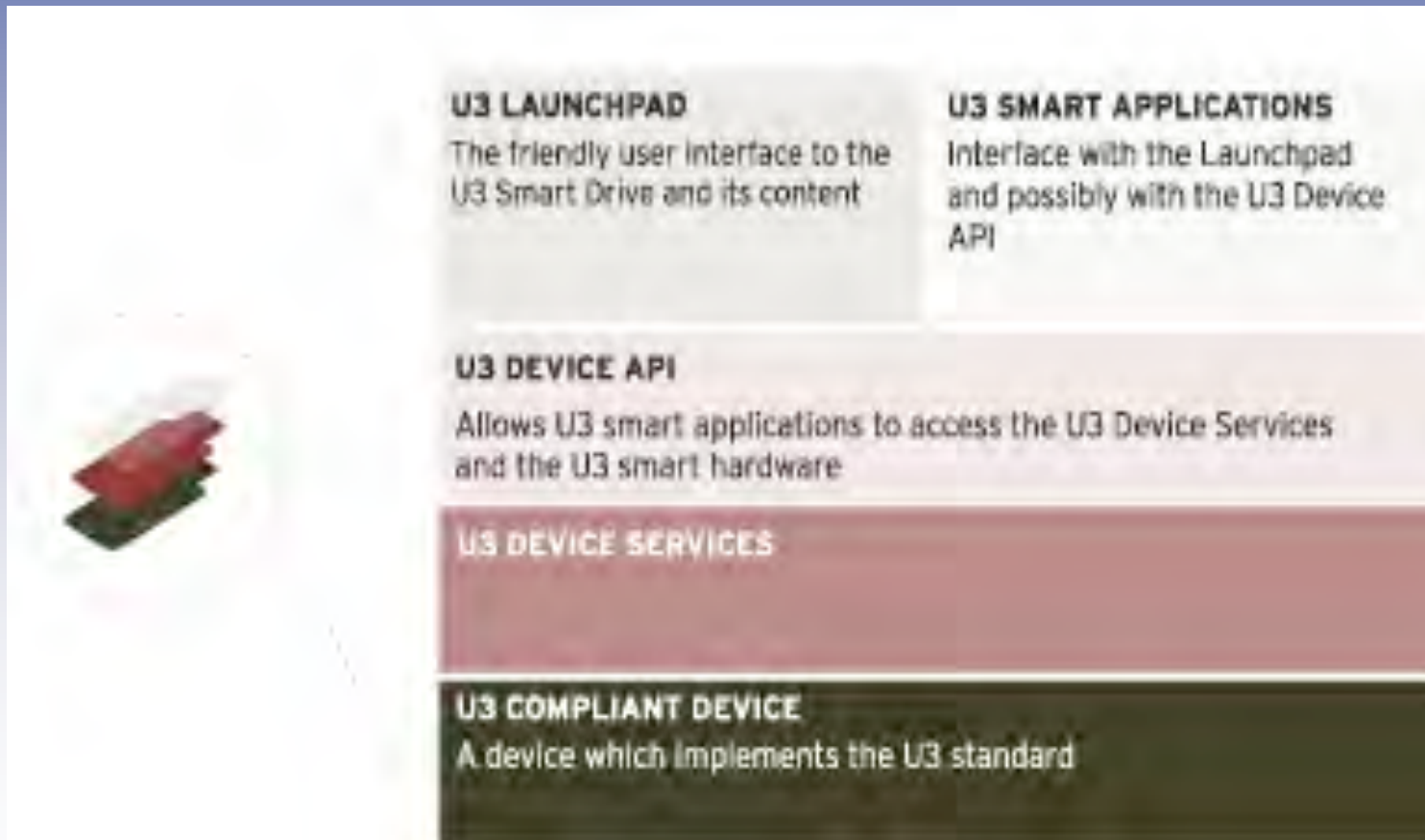
# U3 Smart Application

U3 Application  
Package = .u3p





# U3 Smart Architecture





# Where Are We Going

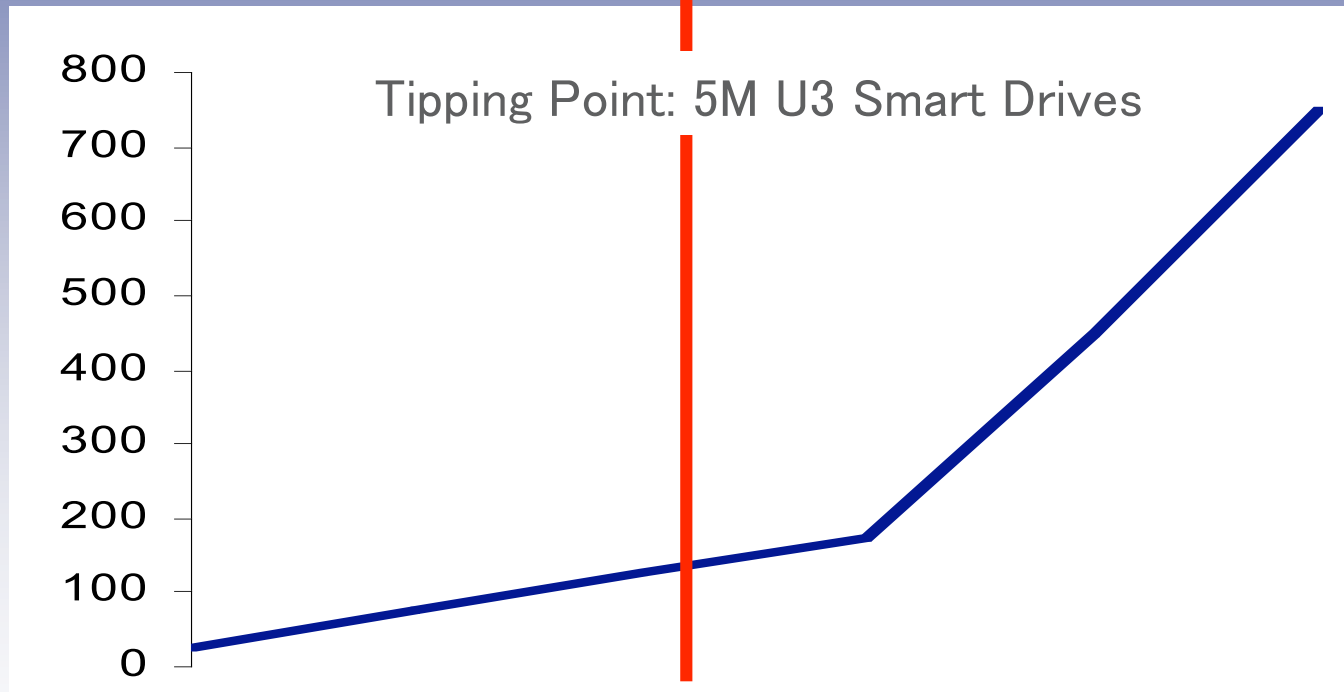


San José, CA USA  
August 2006

## U3 Smart Drives in Market Fuel Development



Software Titles



### Virtuous Cycle

- Consumer demand for U3 smart drives accelerates
- Increased demand leads to more software development
- More software titles accelerates consumer demand



“Little things can make a big difference”

-Malcolm Gladwell, The Tipping Point