



Cure Your Technology Woes with Embedded Flash Memory

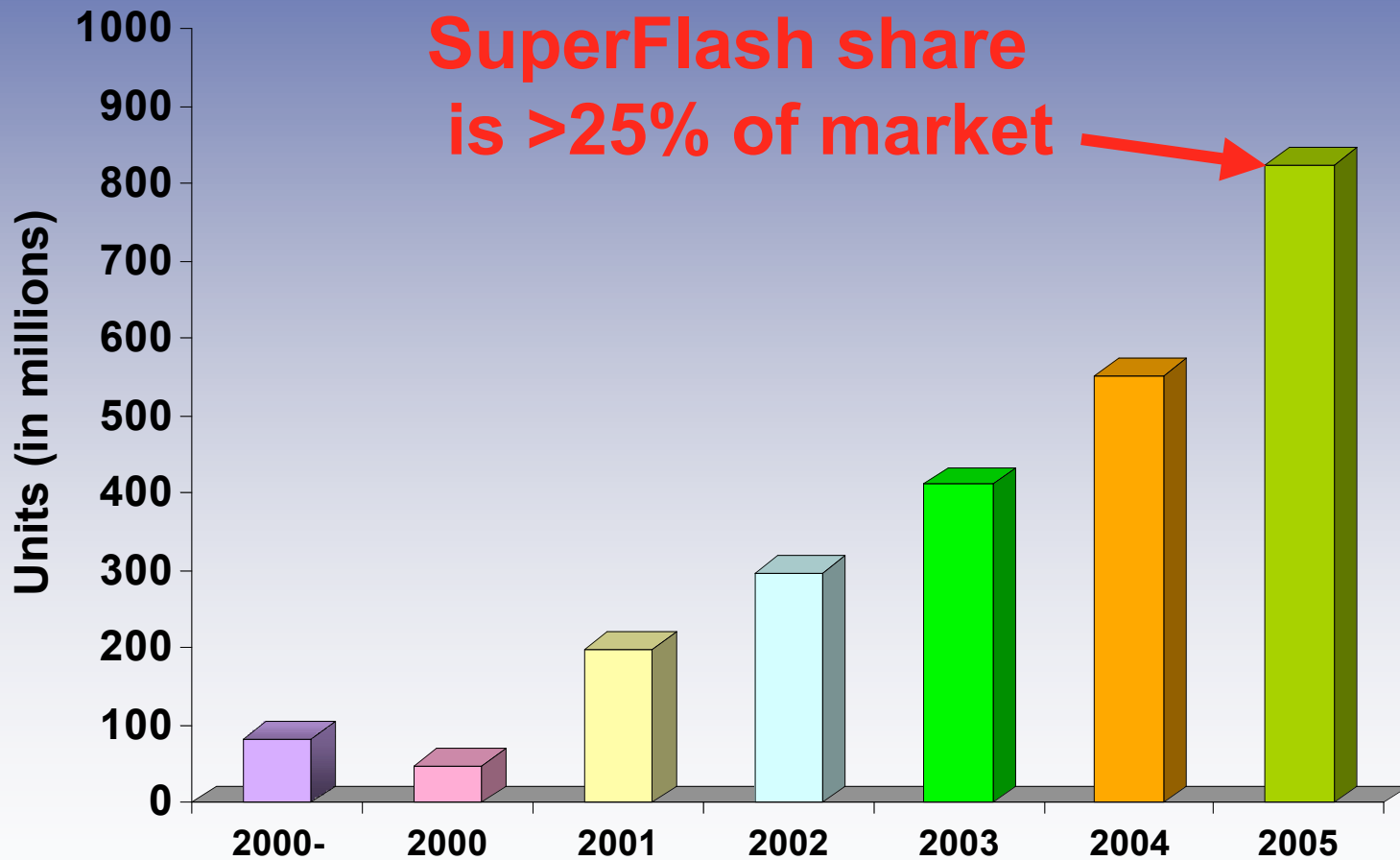
Mike Briner

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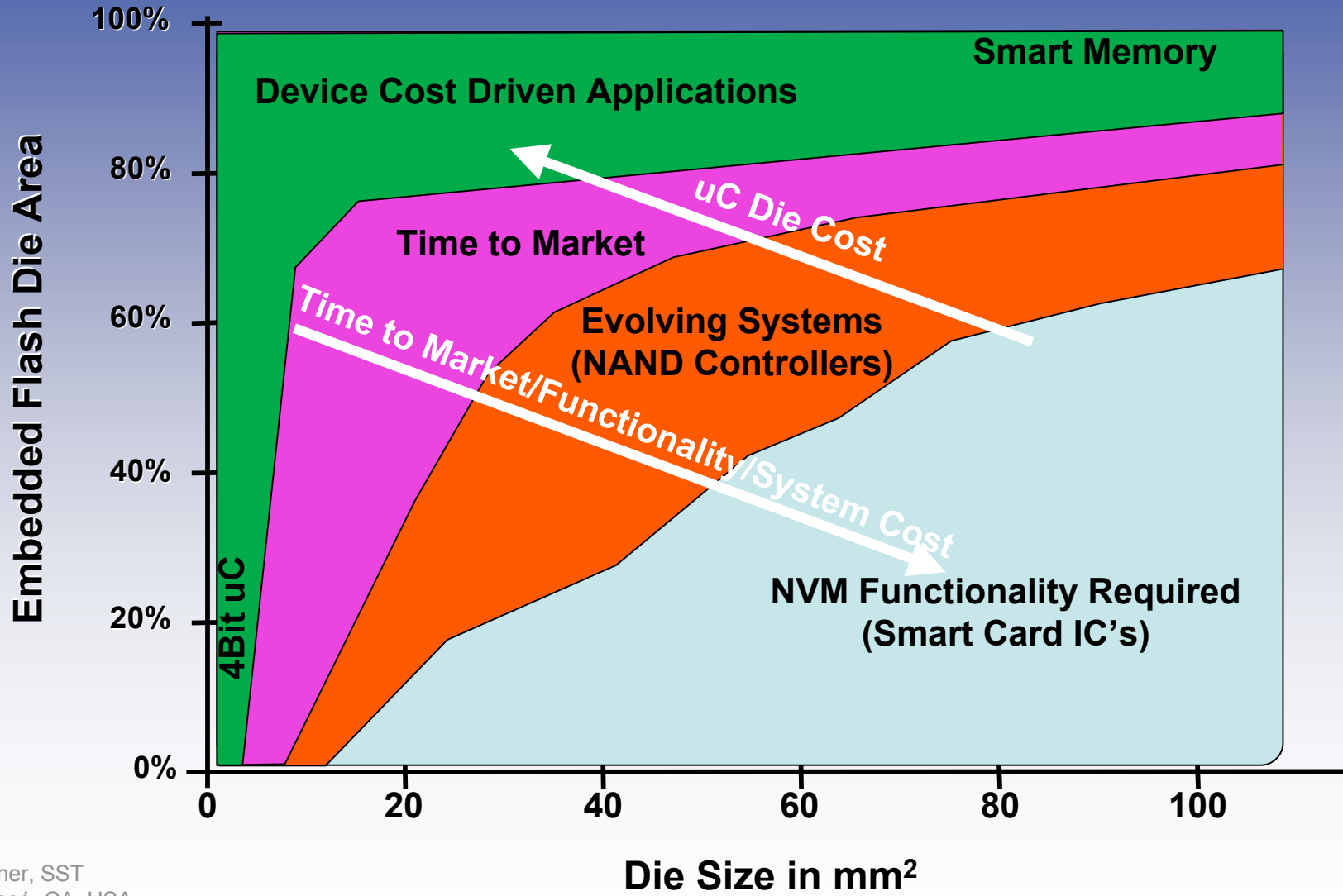
Silicon Storage Technologies, Inc.



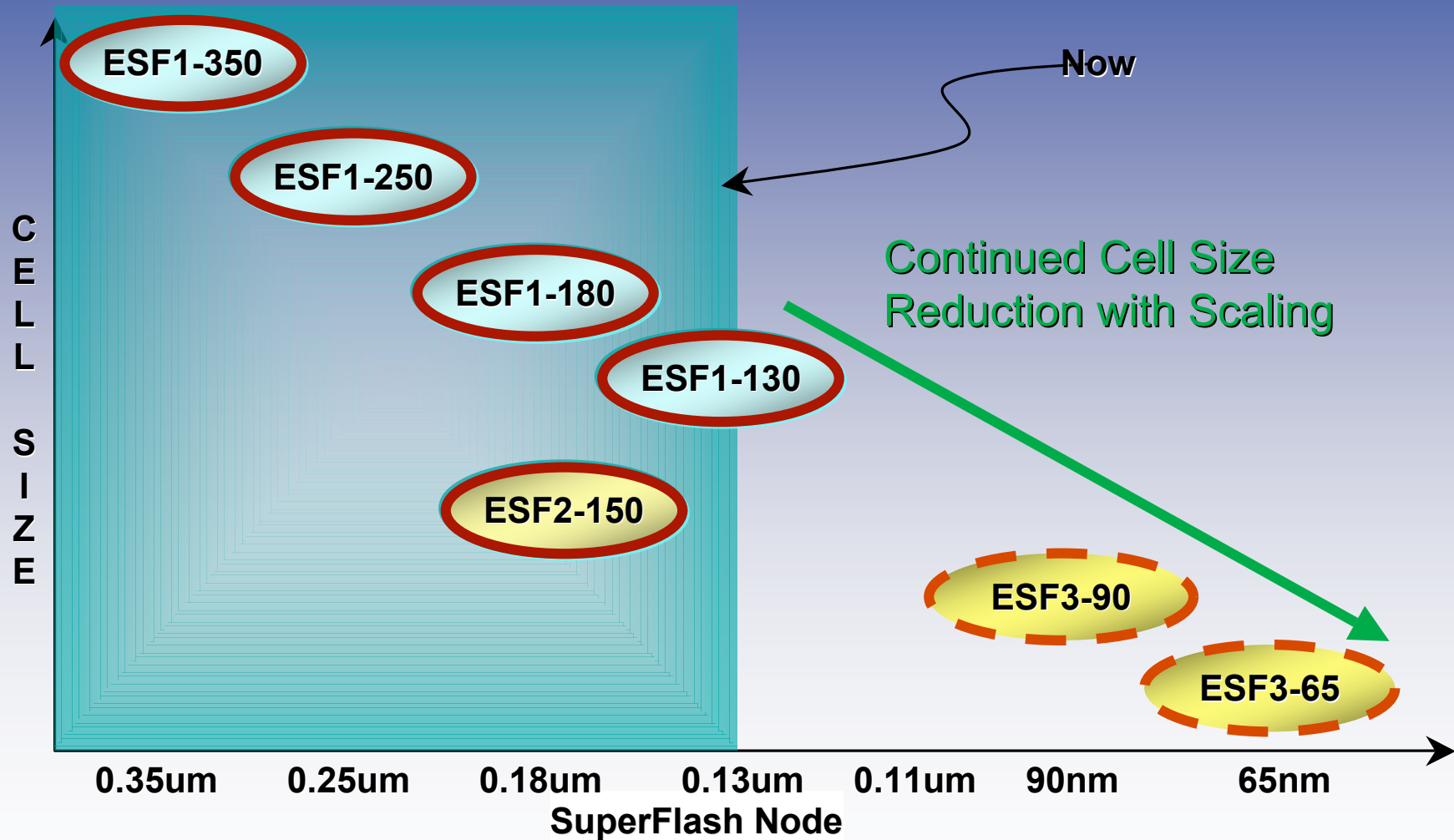
Estimated Yearly Unit Shipments of SST's Embedded SuperFlash[®] Licensee Products



Effective Embedded Flash Usage



SuperFlash[®] Scaling with Feature Size



Key Points

- Embedded Flash Memory Range is Full Spectrum
 - Die sizes from 1mm² to over 100mm²
 - From 1% (Fuses) to over 75% (Code/Data)
- Embedded Flash is Device Level Cost Effective
 - Very small die sizes (low silicon content)
 - Smart memory (silicon has high % flash content)
- Embedded Flash is System Level Cost Effective
 - Non-volatile write capability required
 - Time to market
 - Rapidly evolving system/product design
 - Rapid changing components/suppliers
 - In-line and/or in-use firmware upgrades
- Continued Flash Scaling With Feature Size
- Embedded Flash Can Cure Your Technology Woes!