



New flash technologies drive value-added consumer device categories

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msystems

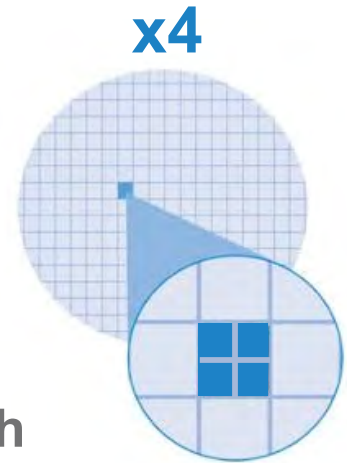
Flash trends in CE devices

- msystems creates the UFD
- Smartphones adopt embedded flash
- Apple adopts high-density flash for iPod
- GPS devices transition from low-density external cards to high-density embedded flash
- Microsoft enables hybrid drive concept adopting embedded flash
- Samsung and Sony announce notebook PCs with solid state drives

What drives new categories?

- Each significant flash cost improvement brings **new classes of devices**

SLC → 2-bit MLC → 4-bit MLC



- msystems x4 technology brings **lower cost flash solutions**
- x4 NAND will enable **new categories not yet imagined!**



Games



Video



1.3-2Mpx camera



GPS



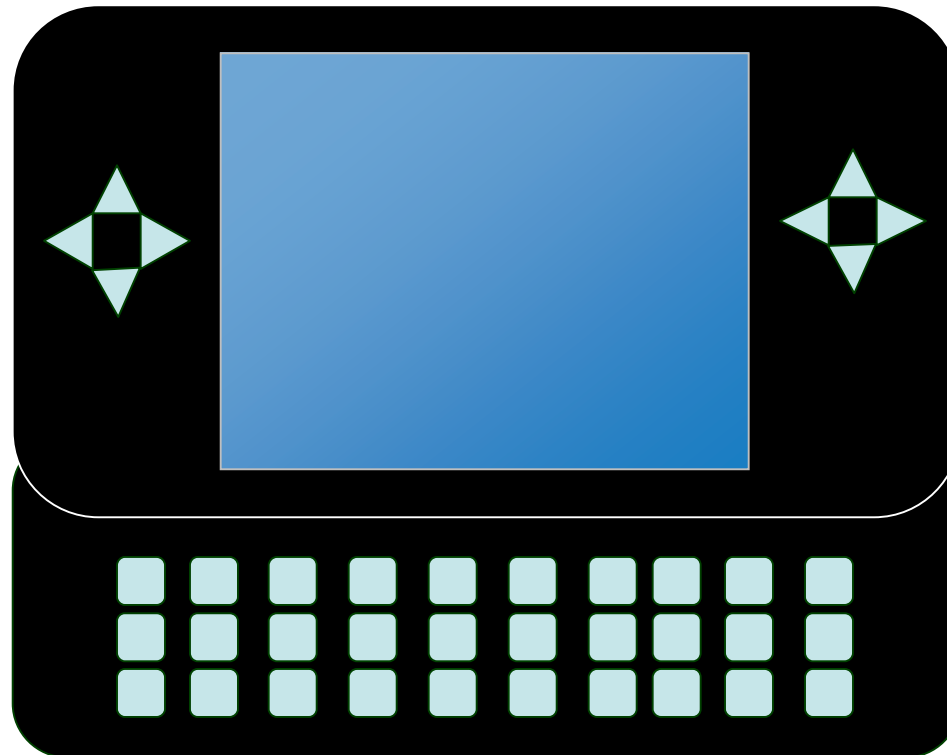
Music



Computing



x4 NAND powered



Thank you

