



# Personal storage: the future belongs to smart solutions

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AVP, product marketing mobile

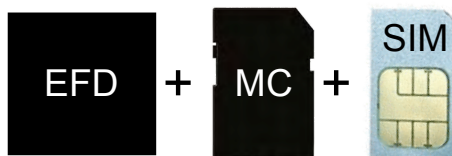
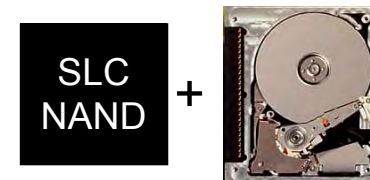
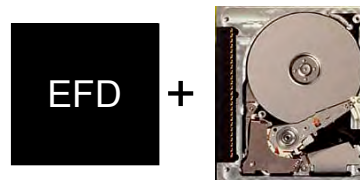
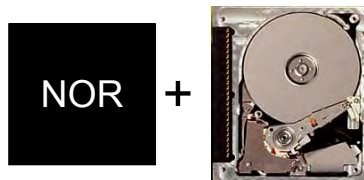


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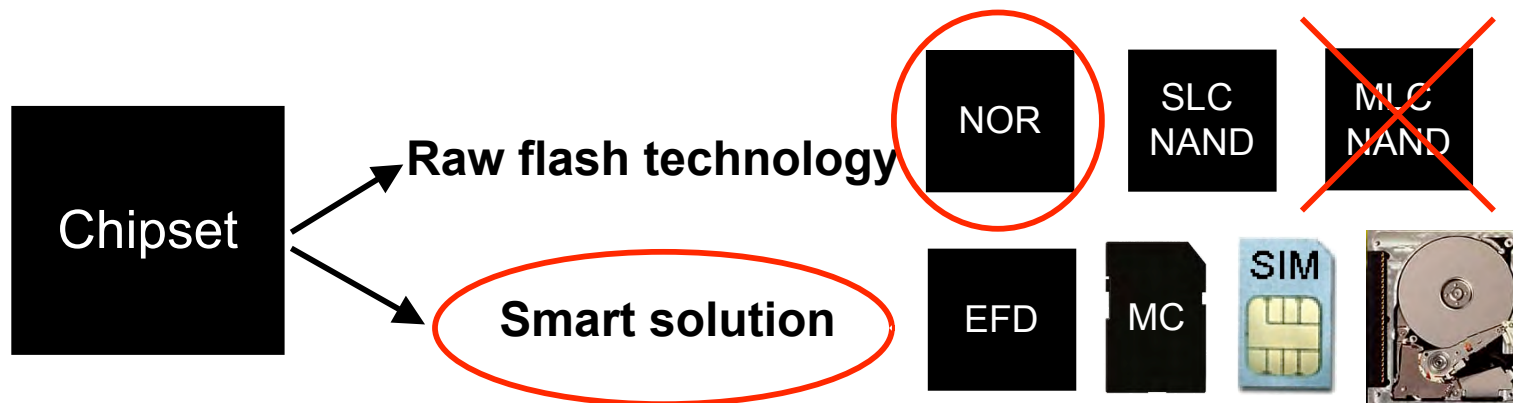
# Mobile storage solutions: many & complex



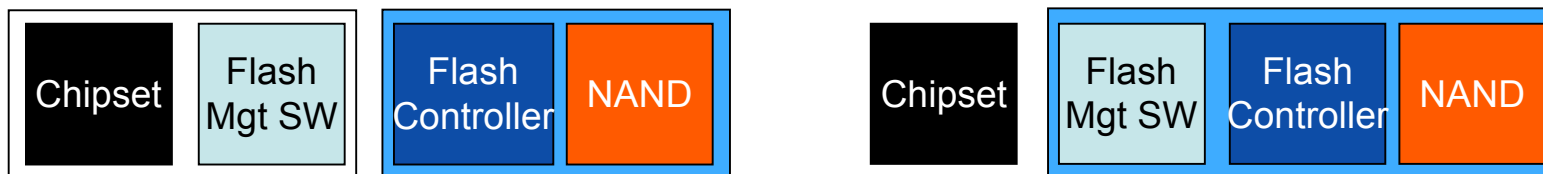
(Note: EFD = Embedded Flash Drive)



# Chipset designers prefer smart storage

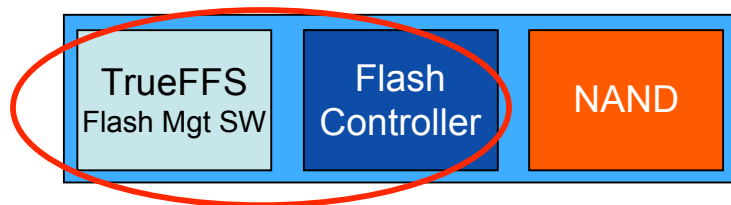


EFD example:



**EFD 2<sup>nd</sup> generation has embedded TrueFFS®**

# Smart storage needs smart embedded flash management



EFD High-density Memory  
SIM cards



- ✓ MLC, 4 bits per cell, 40nm...
- ✓ Standard interface
- ✓ Plug-and-play integration
- ✓ Wide density range
- ✓ Smart Power Management
- ✓ Code + data (EFD)
- ✓ Bootable (EFD)



Thank you



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