

JLC ASSOCIATES

Marketing and Technology Consulting
Jim Cantore
President

NAND is alive and thriving

NOR is Not Dead

NAND will not bury NOR

What's driving NOR demand

- **Cell Phones**
- **Other consumer devices**

What's driving NAND demand

- **Seems like all digital storage media**

Will Flash Memory Dominate The World?

- **No – It will not do everything**

Flash technology must change in the future

- **How flash changes will be driven by how it enables new demand drivers**