

# Is There a Killer Application for Flash Memory?

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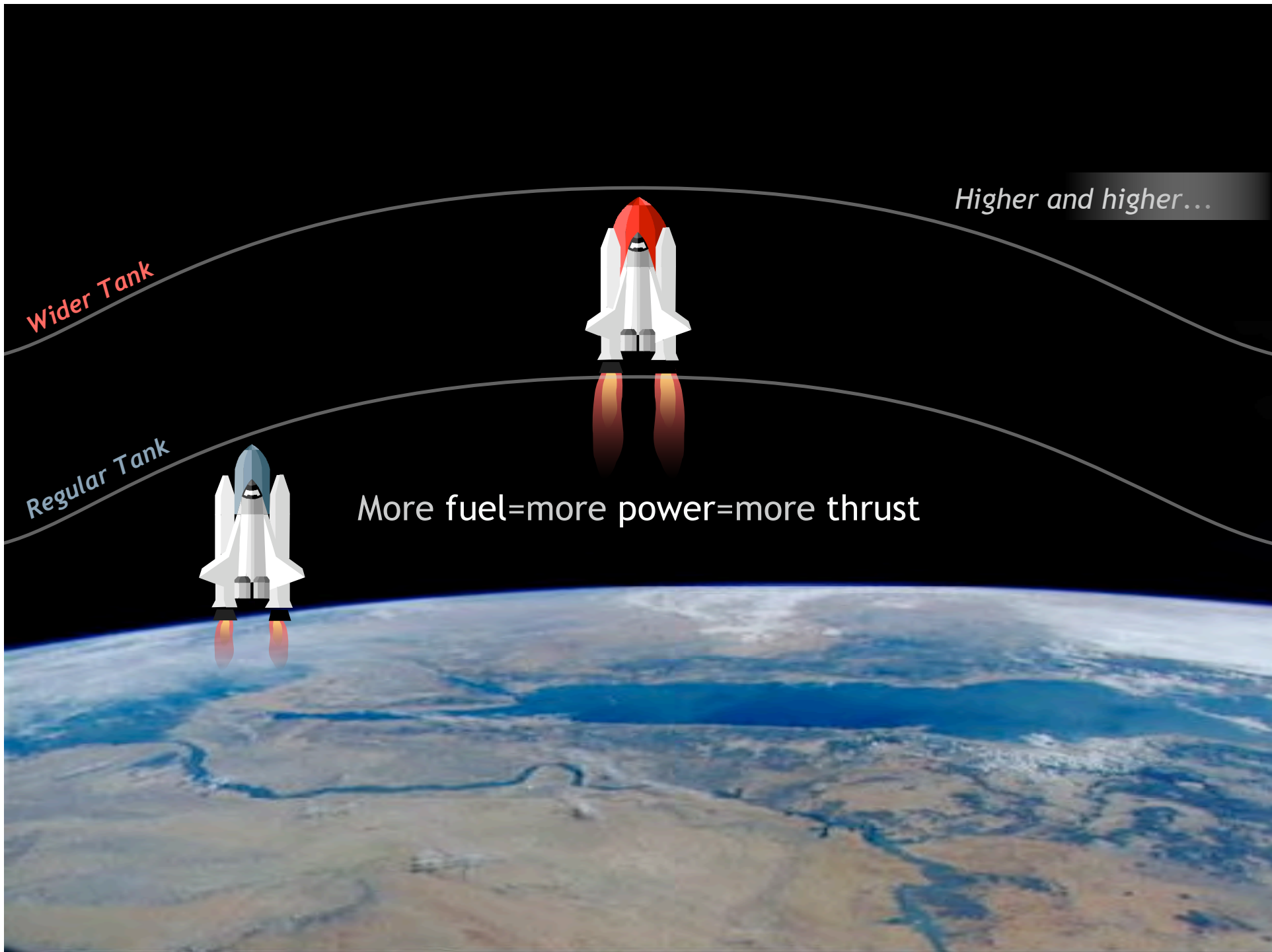
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# 2 Words

It's all about the.....

***USER EXPERIENCE***



Wider Tank

Higher and higher...

Regular Tank

More fuel=more power=more thrust



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4 feet, 8.5 inches  
141.25 cm



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# WHY ???

4 feet, 8.5 inches / 141.25 cm

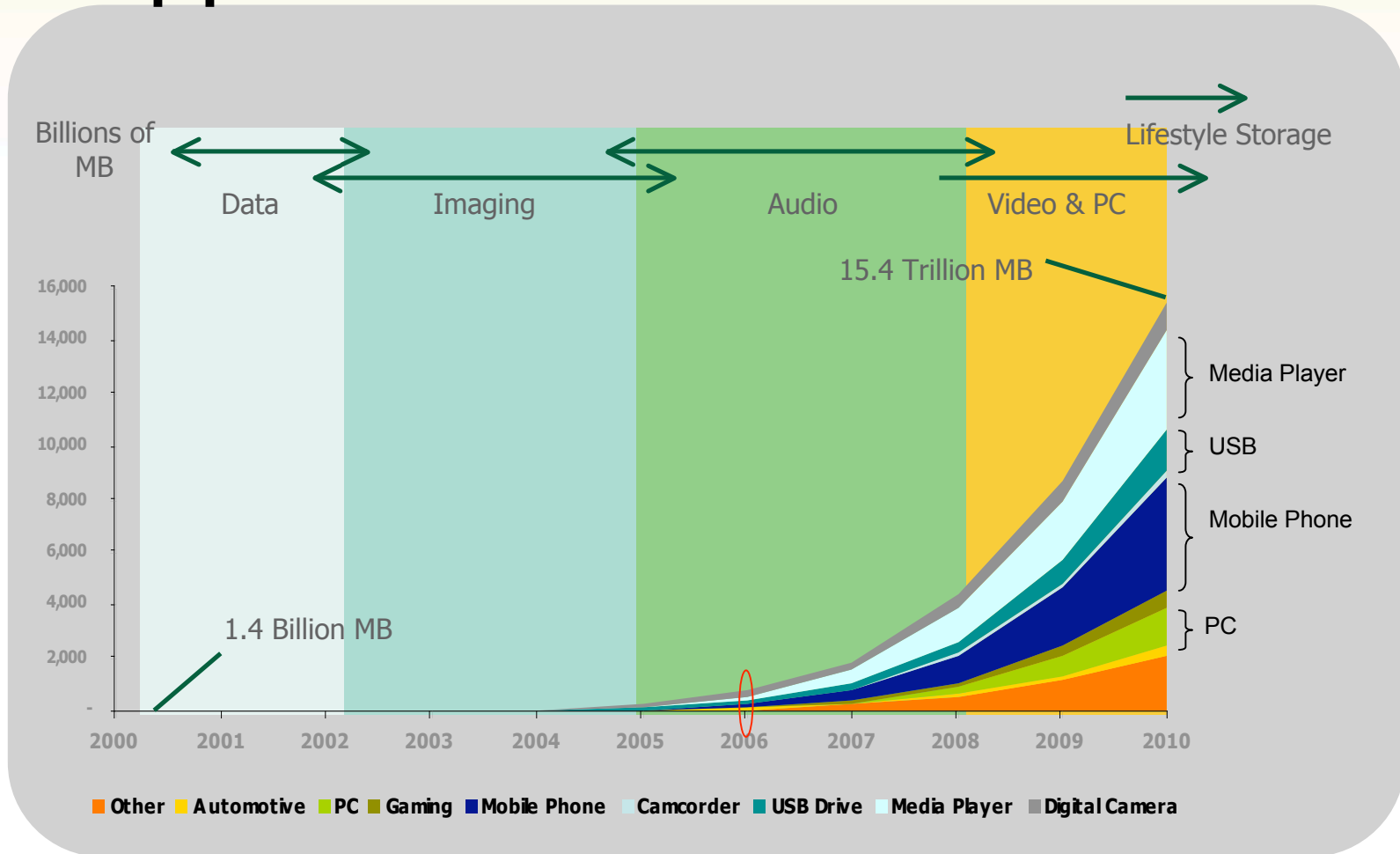




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# Strong Demand Drivers- Opportunities to Differentiate



Source: Gartner Dataquest, November 2006





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# What do Users Want?

- A personal trusted device
- A good phone with integrated multimedia
- Always-on connectivity
- Easy search adapted for mobility
- Intuitive Access to Great Content
- Secure local storage for personal data
- Backup protection
- “I can move my stuff!”



# Quote

Marek Pawlowski – editorial director of PMN Mobile Industry Intelligence, writing in Mobile Entertainment Magazine, April 2006;

- “It’s a classic User Experience challenge- and change needs to happen across the value chain. **Developing great technology for sharing files across all of the user’s devices** would be a good start...”
- “Here are some ideas:
  - **Give consumers a clear idea of how easy it will be to extend** their music collection to mobile.
  - **Provide everything to make the transfer process as simple** as possible- pre-integrated software, cables, **memory cards**, etc.
  - **Build the eco-system. The industry needs to work with accessories manufacturers** to deliver interesting options for extending the mobile music experience...”

# TrustedFlash Features

- Secure Storage platform
- Secure sessions
- Content encryption
- Secure and Hidden Partitions
- State-of-art Cryptography
- PKI and Trusted Time System
- Secure Execution environment for Card applications
- Multiple DRM Support
- Local Playback

# 1 Minute for Speed Networking

# ***TRULY PERSONAL STORAGE***

It's all about the.....

# ***USER EXPERIENCE***

**Thank You**

**SanDisk**