



Consumer Products in 2011

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Transient Storage in 2011

- NAND Flash still dominates
 - 256 GB devices are consumer affordable
 - Cycle & Speed limitations are major but hidden from consumers
- Just as you “accept & use” seatbelts in your car, you “accept & use” Security in your storage
 - Encryption is in all Flash form-factors
- Smart storage units greatly outnumber bulk storage units
 - Bulk balances out with capacity
- Smart storage = Security & Portable (application & data) Frameworks
 - Non-Media storage is Fast (for responsive applications) & Big (compared to today)
 - Bulk Media storage is fast enough for HD media & scales for HD media at consumer pricing

Personal Media Players in 2011

- PMPs will add/converge to include Cellular, HD camcorder, Digital Camera, Navigation, Portable Storage capabilities
- The traditional cellular handset will continue to live for lifeline phone usage: (i.e. not the iPhone)
- Technologies improve at retail target of \$399 to include

▪ 5.5" HD/OLED 16:9 Display	▪ All touch screen driven
▪ 128 GB on-board storage	▪ HD Video / >7 MP Still Camcorder
▪ On-board Navigation/GPS	▪ 6x-12x Zoom & Stereo+ Mic
▪ W-USB (2.0)	▪ HD Li-Polymer / Fuel Cell
▪ 4G Cellular Network Access	▪ Playtime: 4 HD Blockbuster Movies