



# **What Can We Learn form the iPod/iPhone Revolution**

Gregory A. Quirk

Technical Marketing Manager

August 9, 2007



## Samsung 65nm 8Gb MLC NAND Flash

- Uses exact same memory as 8GB nano
- Expected to see 51nm (most advanced)
  - Over surplus of 65nm parts
- Samsung is the primary supplier
  - Secondary suppliers (Toshiba)



- EDGE and baseband processor
- Approximately 780KB of embedded memory
- 130nm process technology
- 2004 Date Code



## Why Brand Components

- System claims
- Bill of Materials
- Counterfeiting



- Memory
  - Samsung 51nm 16Gb MLC NAND Flash
    - Low power consumption
    - Higher density
    - Reduced cost
- Baseband
  - Will likely be someone else to expand into global market (3G?)
    - Qualcomm