



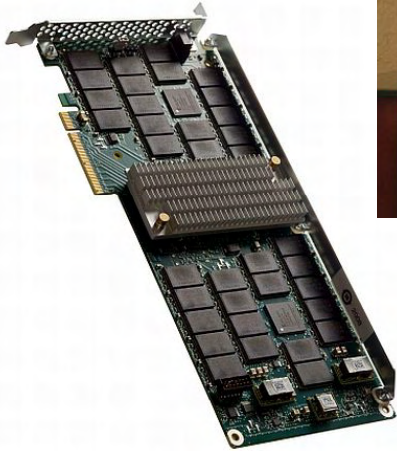
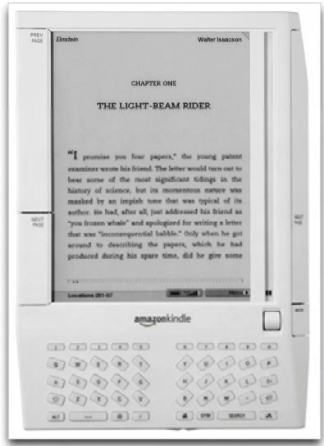
# Inflection Point

Gregory Wong, Founder and Principal Analyst  
[greg@forward-insights.com](mailto:greg@forward-insights.com)





# NAND Enabling New Applications



Santa Clara, CA USA  
August 2010





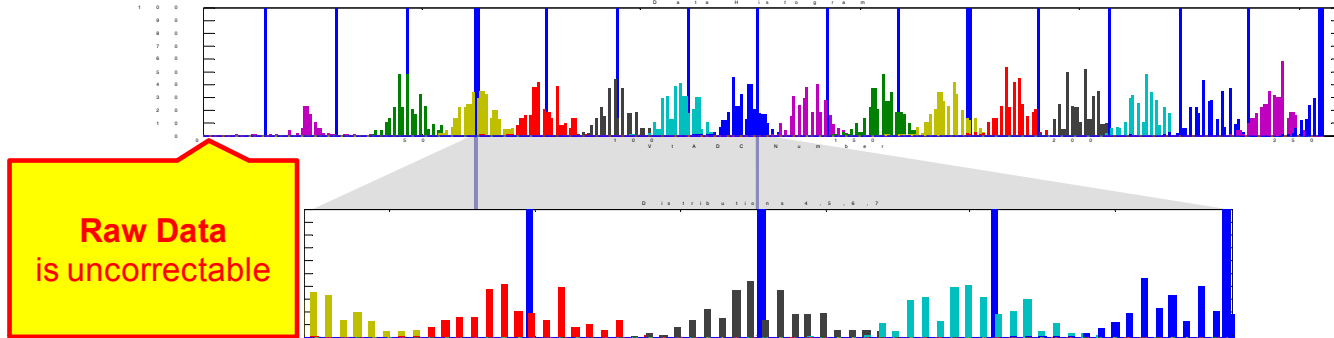
# The Challenge

- Number of bits per cell ↑
- Design complexity ↑
- Process complexity ↑
- Performance ↓
- Reliability ↓
- Endurance ↓

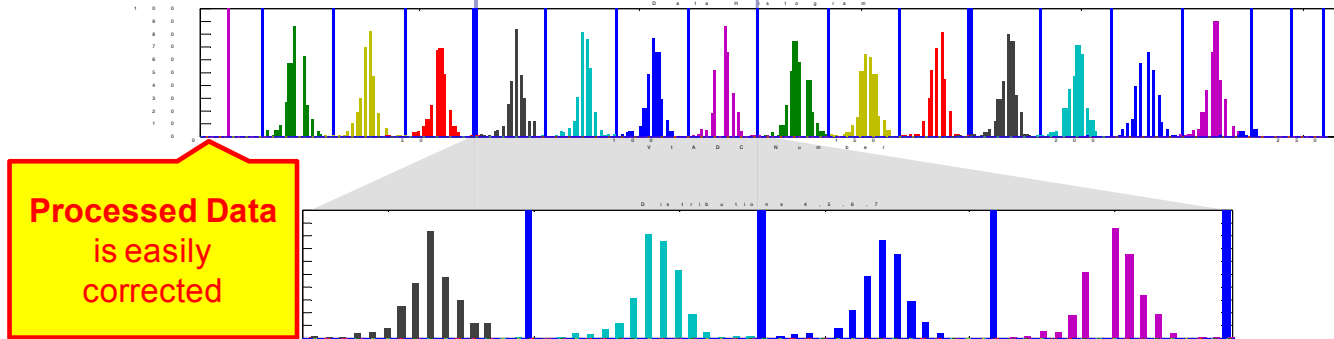


# Key Technology

2k bytes of 4-bits / cell raw data from Flash



Same data after processing

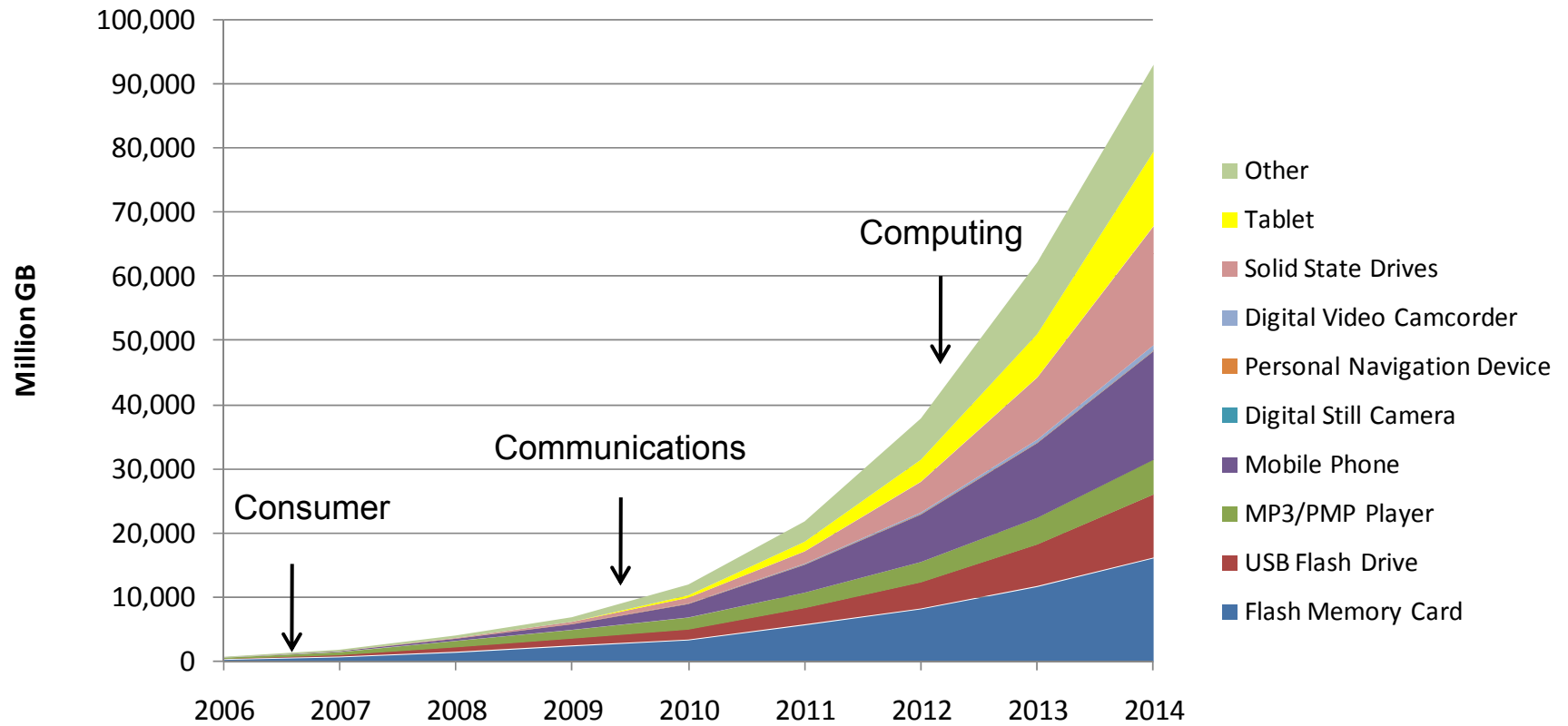


Source: Storage Genetics, Inc.



# Continued Growth

## NAND Flash Applications Demand



Note: Flash memory card includes all formats for all applications, DSC, mobile embedded only



Florian Beug  
Emerging Memories



Luca Crippa  
NVM Circuit Design



Luca De Ambroggi  
NVM & SSD Architectures

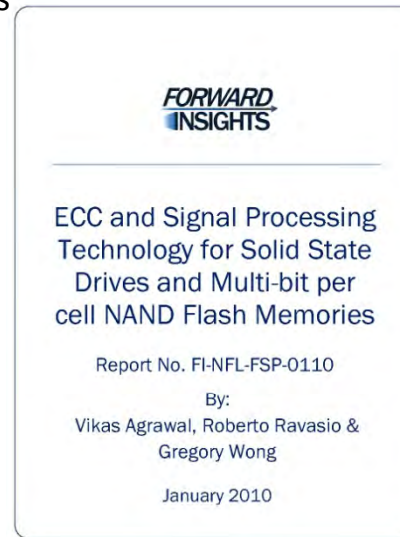
# Market Intelligence and Technology and Design Services for Semiconductor Memories, Emerging Memory Technologies and Solid State Storage



Francesco Petruzziello  
NVM & SSD Firmware



Roberto Ravasio  
ECC, DSP, Algorithms



Andrea Silvagni  
NVM Design & Test



Josef Willer  
Process Technology



Gregory Wong  
Markets & Applications



[www.forward-insights.com](http://www.forward-insights.com)

Santa Clara, CA USA  
August 2010