

Now is the Time for Flash Storage

Glen Hawk

Vice President, NAND Solutions Group



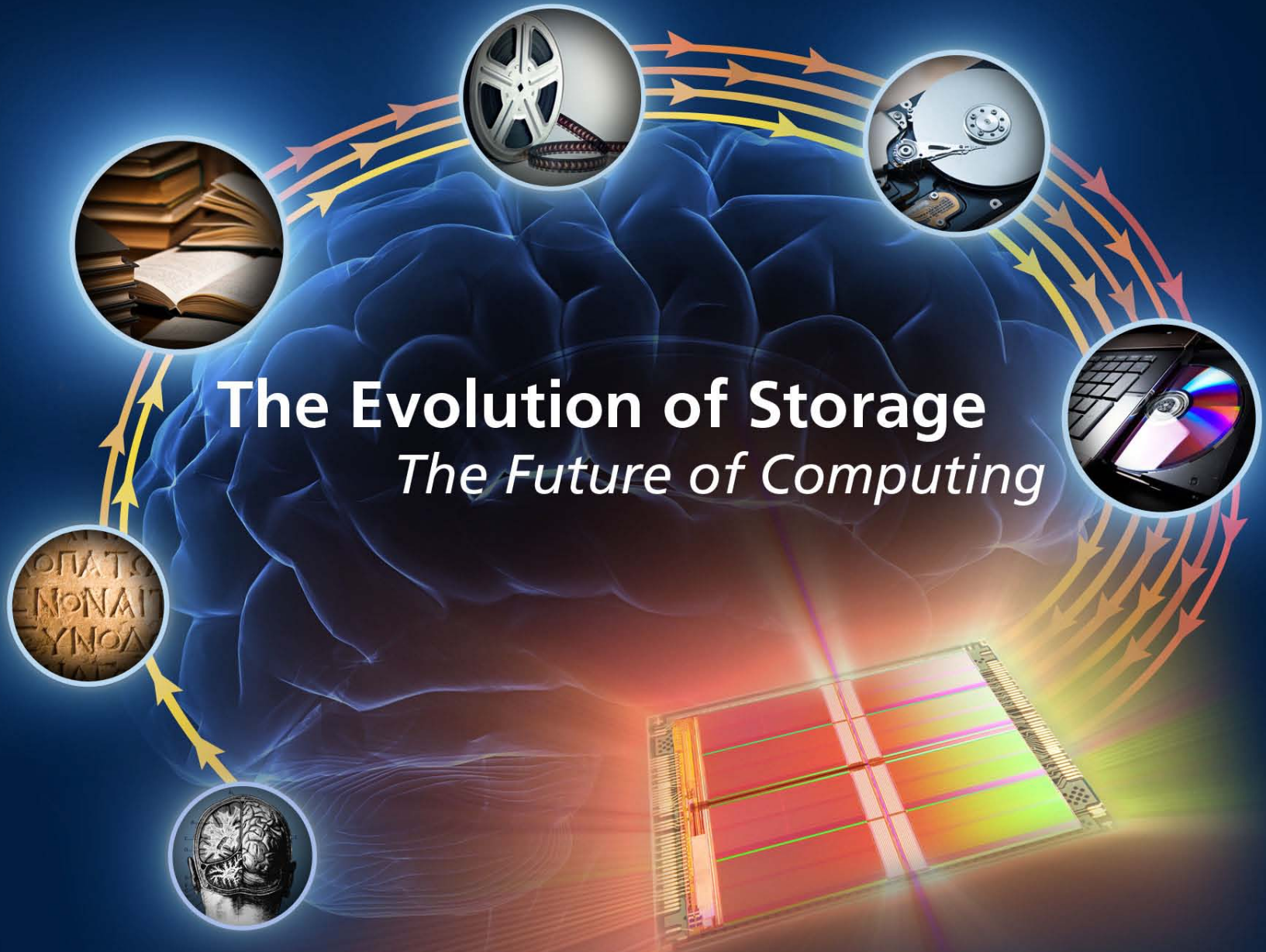
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August 22, 2012

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The Evolution of Storage

The Future of Computing



December 13, 2011

TheSSDReview.com

“2010 was a record year for the worldwide SSD market, with revenue increasing 103.4% year over year due to strong SSD growth in the enterprise segment and the client segment.”

January 27, 2011

PC Magazine

“Since the beginning of the year, Amazon said, the company has sold 115 Kindle books for every 100 paperbacks sold – even books where there are no Kindle editions.”

March 2011

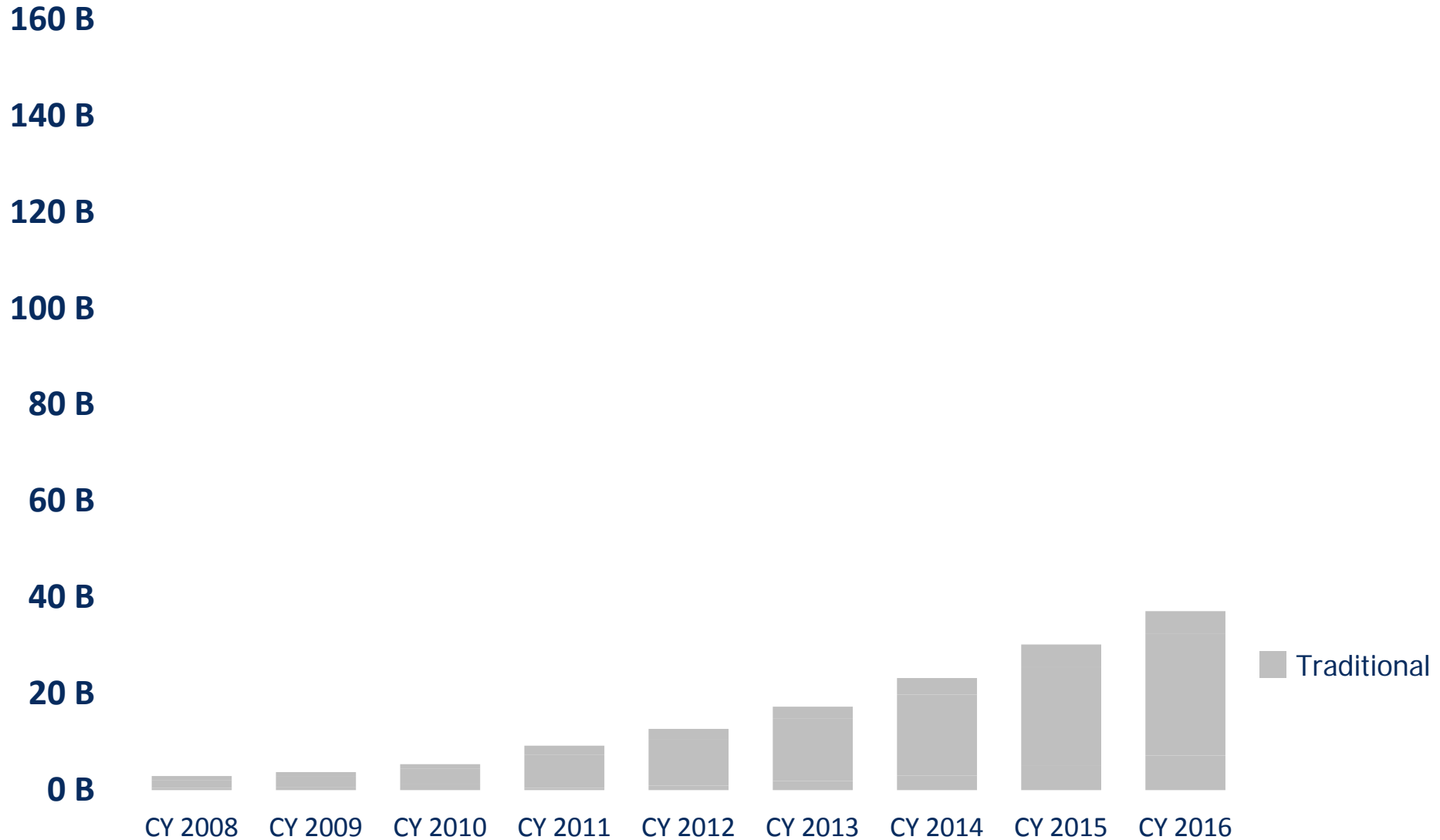
TIME

“Digital music sales will overtake CD sales in the US for the first time in 2012, according to a new study released by Strategy Analytics.”

Flash Storage Trends

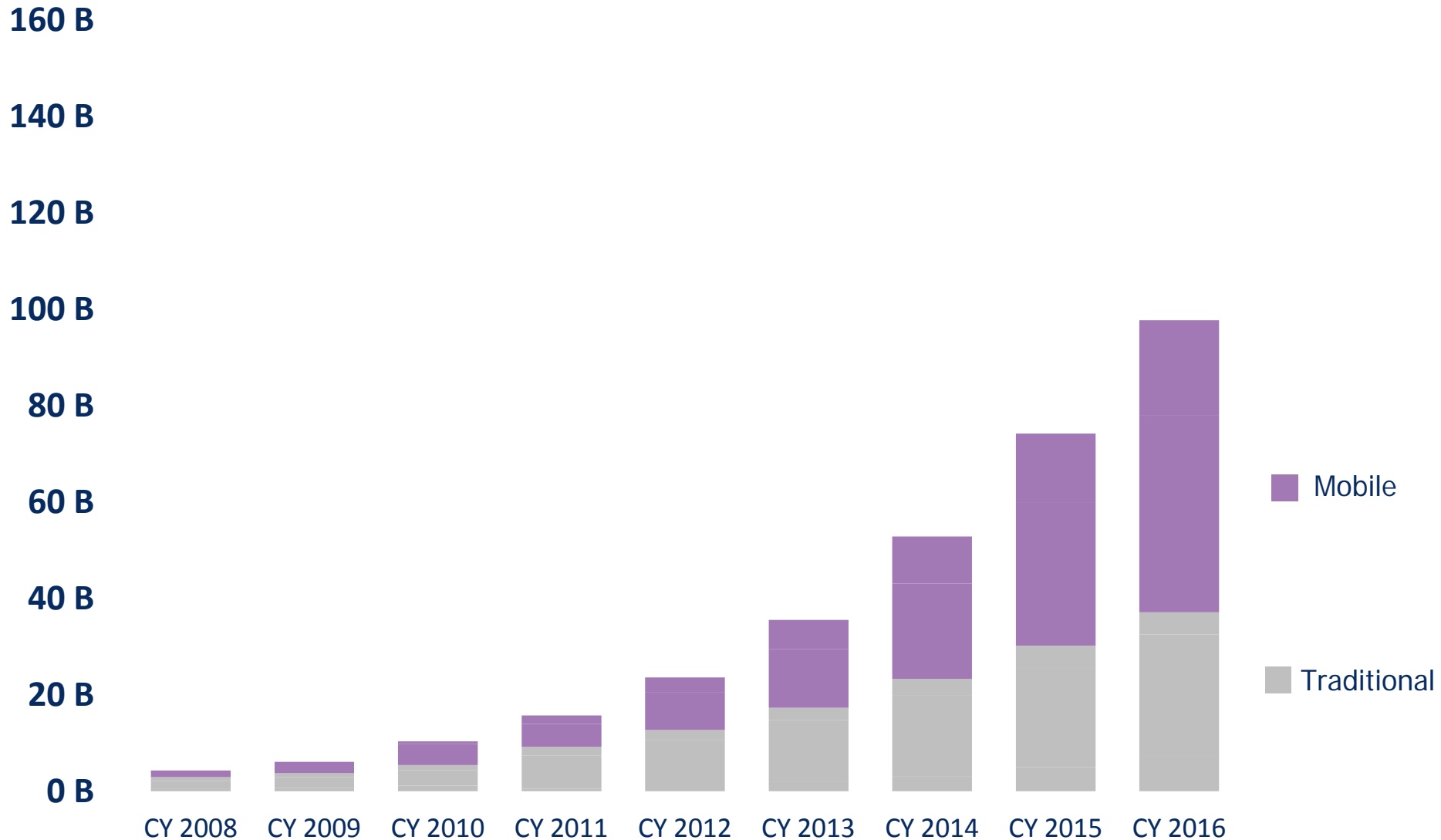
Growth | Demand | Pricing

Flash Storage Gigabyte Growth Trends



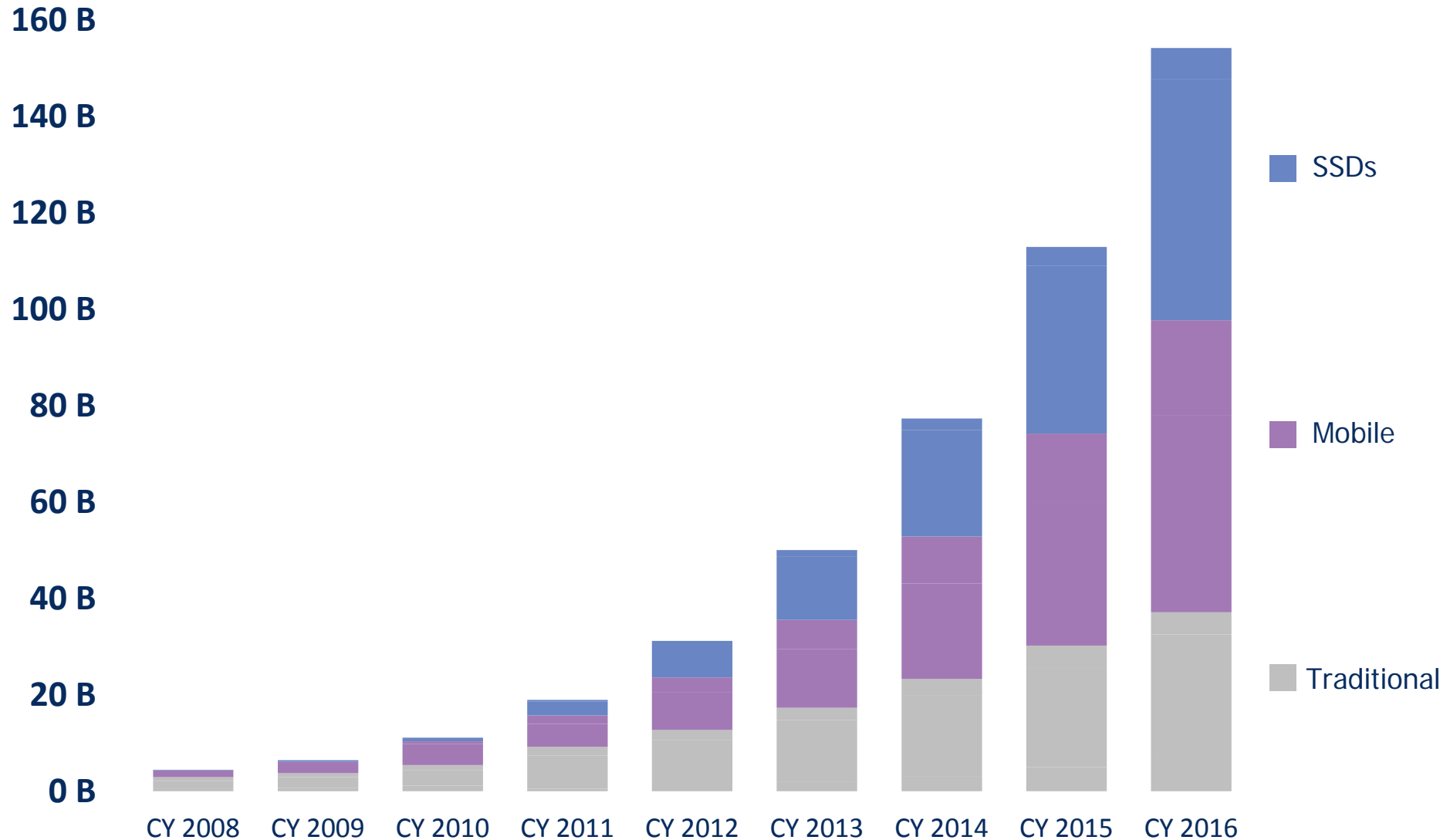
Source: Micron & Gartner

Flash Storage Gigabyte Growth Trends



Source: Micron & Gartner

Flash Storage Gigabyte Growth Trends



Source: Micron & Gartner

Both require Flash for ultimate performance and portability



Ultrathins



Tablets

Both require Flash to increase value

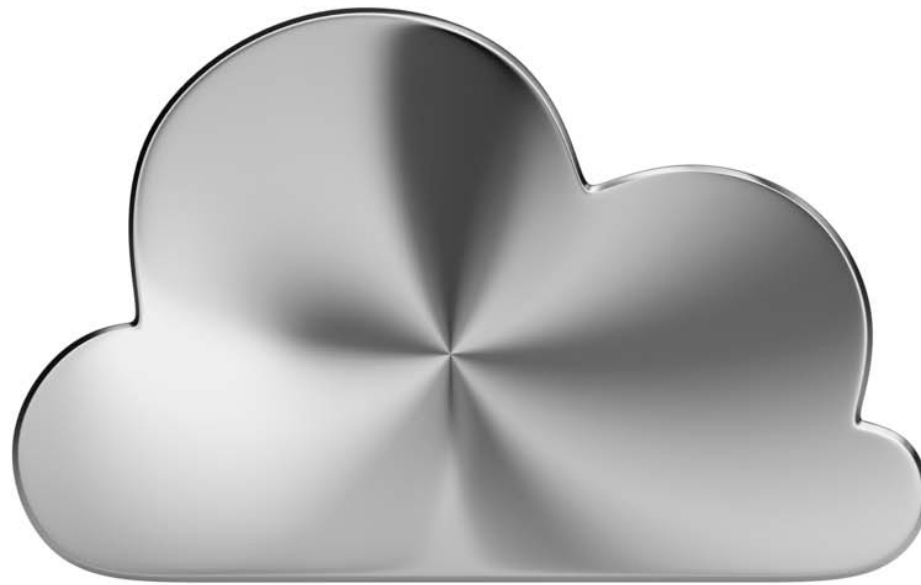


Servers



Storage

Flash: From the Palm of Your Hand to Data in the Cloud





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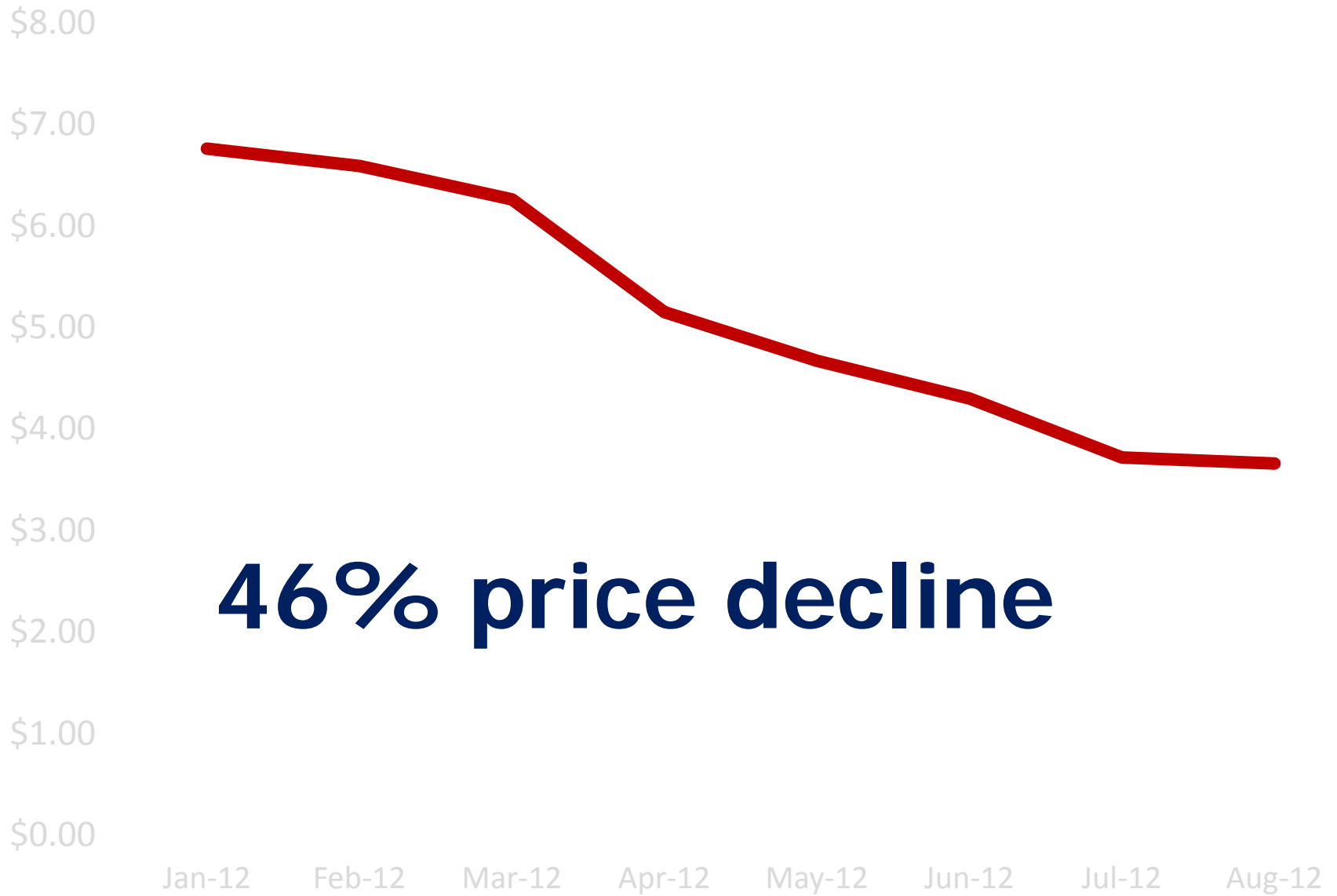
The Inauguration of
PRESIDENT OBAMA
JANUARY 20, 2009 ★ ★ ★ WASHINGTON, D.C.

Photo courtesy of David Bergman, www.davidbergman.net





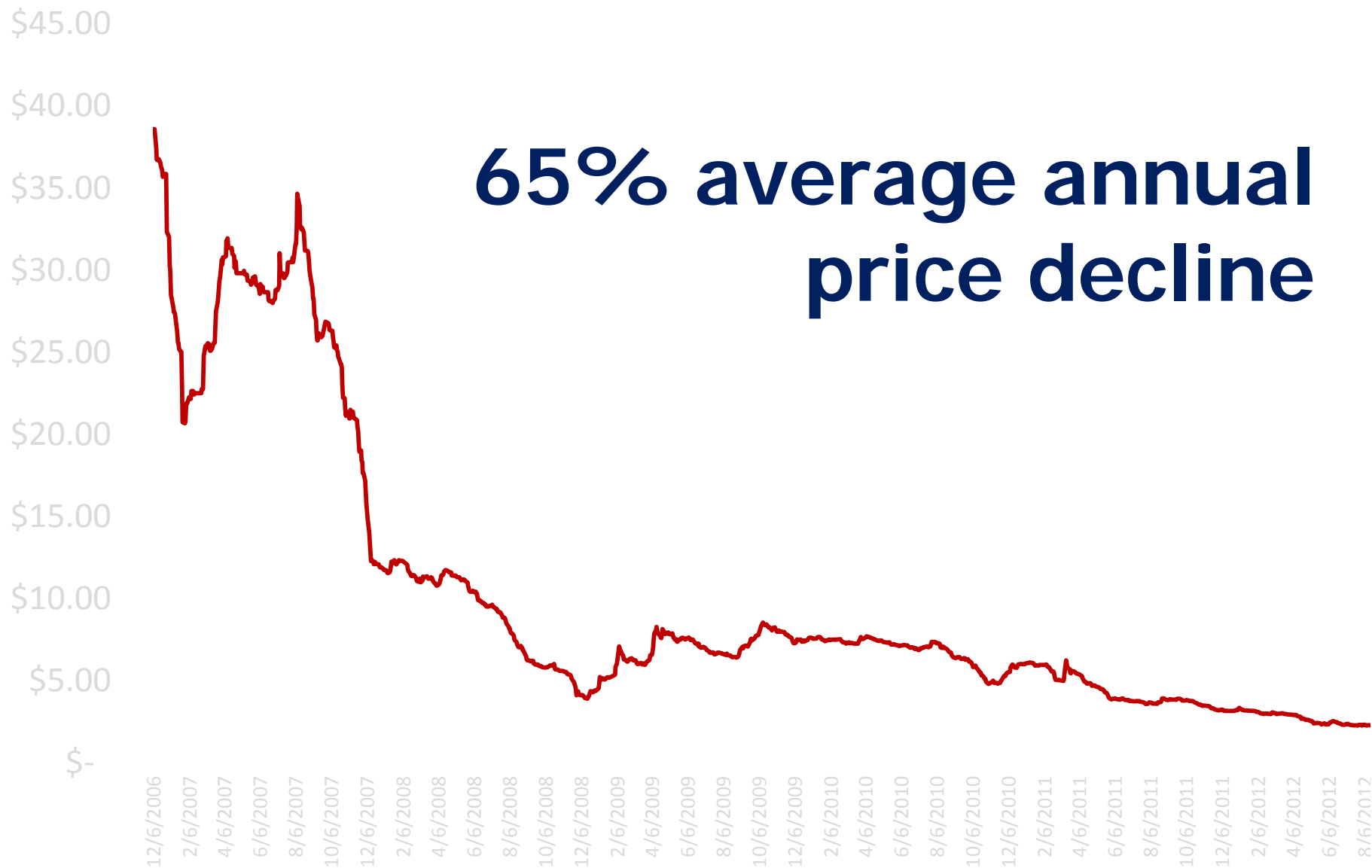
Flash Storage Pricing Trends



46% price decline

Source: DRAMExchange, average spot market pricing for 64Gb device

65% average annual price decline



Source: DRAMExchange, average spot market pricing for 32Gb device

Primary Flash Storage for Under \$100



Note: Crucial-branded 128GB client SSD pricing

Flash Industry Call-to-Action



Now is the Time
for Flash storage
based Ultrabooks™

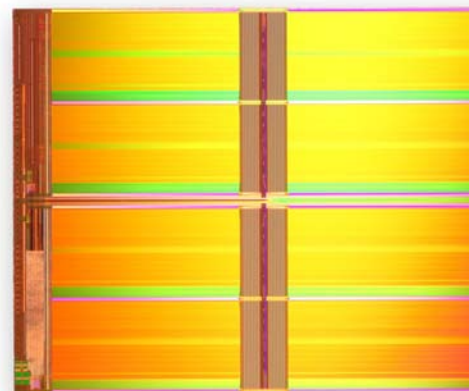




Now is the Time for Flash Storage in Server Systems



Flash: the Revolution in the Evolution of Storage





Focused on Memory | Engineered for Innovation