

Consumer SSD Market

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Consumer SSD Market – Who are the consumers today?

- Prosumers Professional Consumers
- Enthusiasts Gamers, High Performance System Builders
- SOHO Home Office User







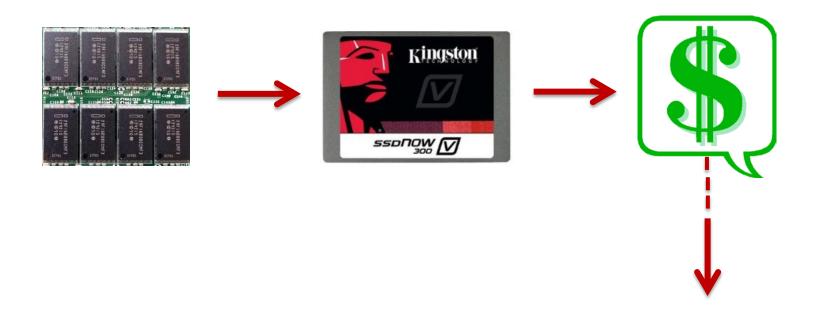


The purchasers in this market segment *need* the performance and/or durability of an SSD and are willing to pay for it.



Pricing - This market segment is most sensitive

- Pricing will continue to fall
- New technologies to drive cost down 3 bit per cell (Triple-Bit or TLC)
- Endurance Considerations
- Higher Densities Needed!





Summary

- The adoption rate for consumer SSD continues at a steady pace
 - Performance and Durability
- 3 Bit Per Cell MLC (TLC)
 - Will offer a significant reduction in BOM cost
- Ultrabooks will help drive adoption
 - SSD's are the primary storage device for Ultrabooks
 - New SSD designs being standardized now











Thank You!

