



Life (3 words) Flash
(or, what to expect the next 7 years)

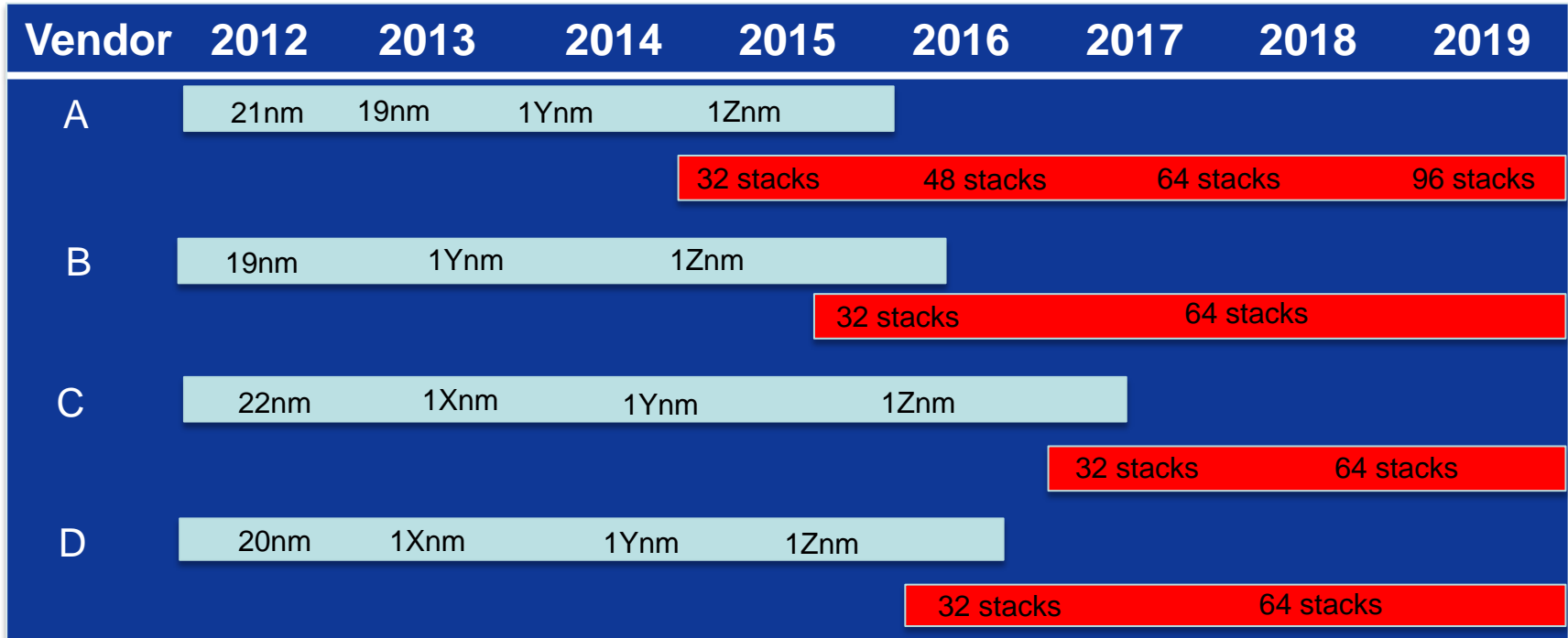
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Memory Truthiness...



- A. The future of NAND is (1 word) .
The future of DRAM is (1 word) .
- B. The (3 words) always wins.
- C. The opportunity gap is in reduced (1 word) .
- D. “I want to say one word to you. Just one word.”
 (1 word) .

Forecast: NAND Technology



= Planar NAND

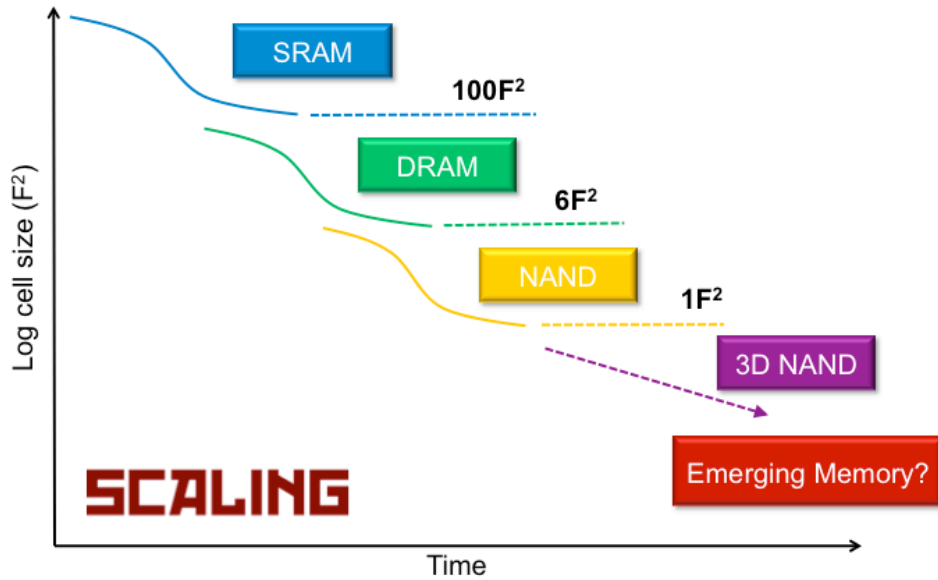


= 3D NAND

Source: Intuitive Cognition Consulting

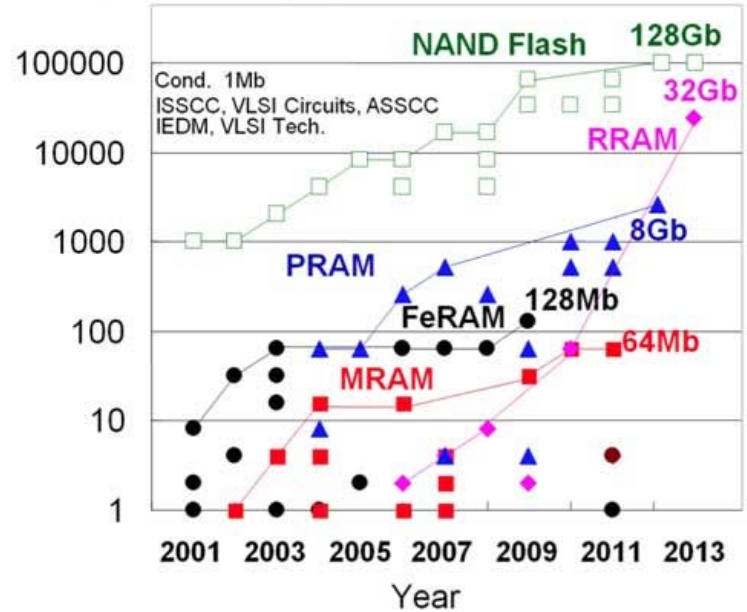
- Planar NAND scaling continues thru 1Znm using hi-K metal gate
- 3D NAND production ramps in 2015 for 5+ years of production
- RRAM production follows after 3D NAND (year 2020?)

Why is it so hard to displace NAND?



Source: Intuitive Cognition Consulting

Storage Capacity [Mb].



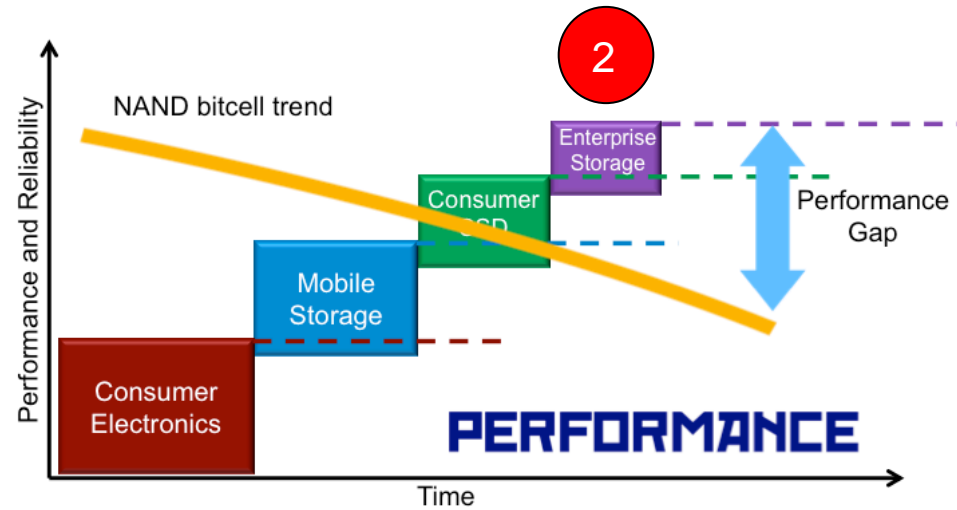
Source: Zhang; Intel; ISSCC technology review 2013

- 3D NAND extends bitcell scaling below 1F² by going vertical
- None of the contending technologies have demonstrated < 1F²
- RRAM has shown the most promise, but has a long way to go to beat NAND in smallest cell size (i.e. storage capacity)

Where can Emerging Memories launch?

	FRAM	MRAM/STT MRAM	PCM	RRAM
Industrial & Transportation				
Smart Card MCU				1
Cache Memory for Enterprise storage				
Mobile phones				
Mass Storage				

Source: Yole Development, Feb 2013

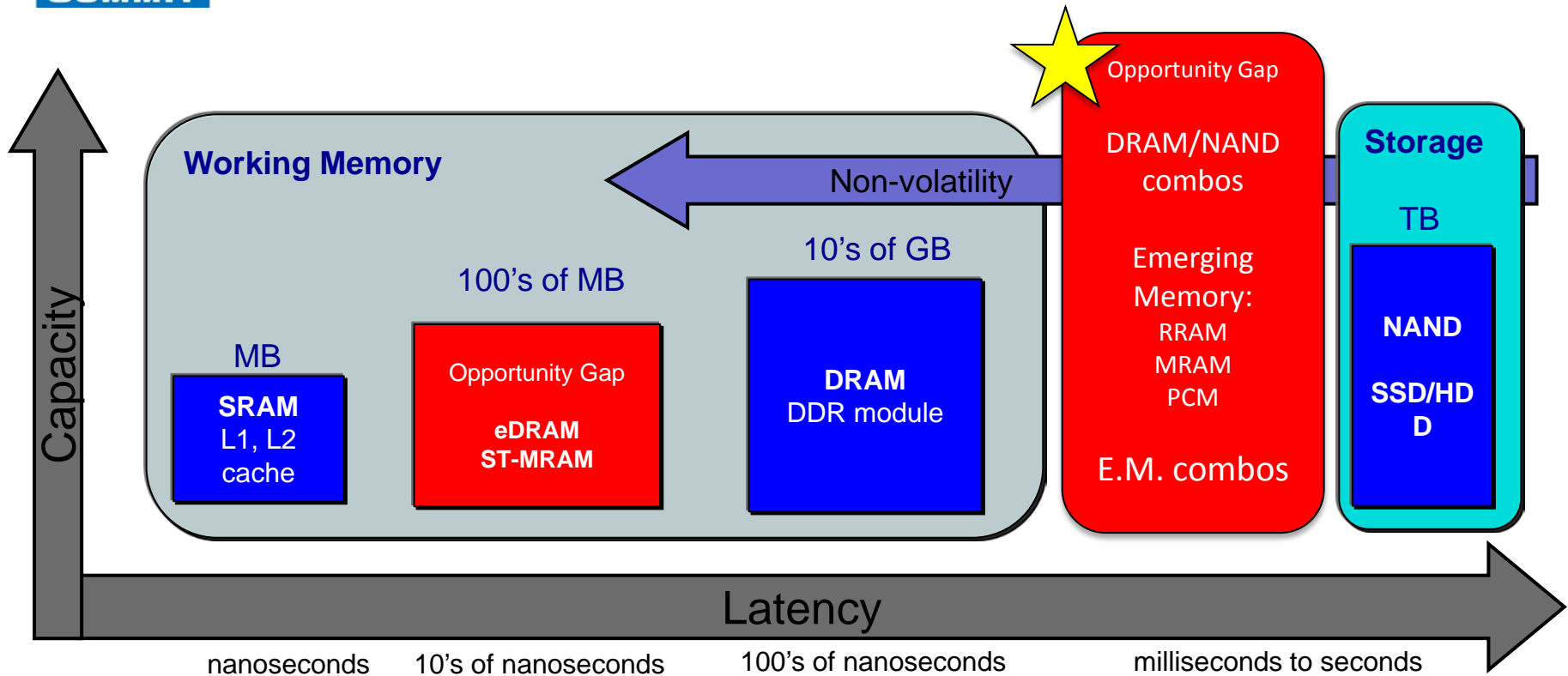


Source: Intuitive Cognition Consulting

- 1
Embedded memory applications
 - Take advantage of ease of integration with logic processes
 - Lower cost eNVM and additional features (security)
- 2
Performance applications
 - Exceed NAND speed and reliability...



Latency, Latency, Latency



2

Best performance opportunity:

- Filling the latency gaps between major memories
- Combos of DRAM/NAND, MRAM/NAND, RRAM/NAND which are virtualized behind controllers entering the market
- Challenge: reduce latency, increase endurance



Final Word: The Future

- There are no 1:1 memory replacements. Stop. looking. for. them.
- Moving from SRAM-DRAM-NAND world into one with blended memory combinations.



Memory Truthiness...



Life in parallel with Flash:

- A. The future of NAND is NAND .
The future of DRAM is DRAM .
- B. The smallest cell size always wins.
- C. The opportunity gap is in reduced latency .
- D. “I want to say one word to you. Just one word.”
Combinations .