

# What Will It Take to Live in a Disk-Free World?

Prakash Talawar

Business Development Manager, Enterprise SSD, LITE-ON IT

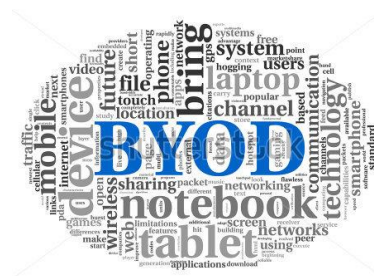
[prakash.talawar@liteonit.com](mailto:prakash.talawar@liteonit.com)

# Agenda

- Introduction to the Topic
- Form Factor
- Technology
- TCO
- Introduction to LITE-ON IT

- User trend?
- Meaning of “Portable”  
Does it change from time to time?
- Personal + Office?

# Outlook



# Form Factors

## 2.5" SATA

- 69 x 100



## mSATA

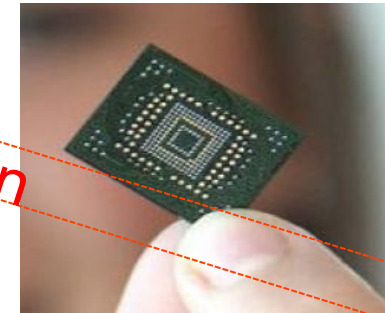
- 30 x 51
- 26.8 x 30 (mini)

*Dimension - miniaturization*



## NGFF

- 22 x 42
- 22 x 60
- 22 x 110



## micro SATA

- BGA
- ~ 16 x 20

New generation products (ultrabooks, tablets, etc.) demand evolutionary form factors. Flash memory devices can support this.

# Technology



Integrated Architecture



Logical next step

Quality NAND  
(Bit errors, P/E)

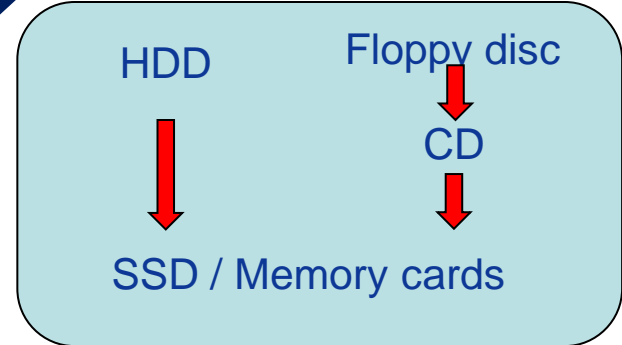


SSD - Primary

Cloud - Secondary



Technology

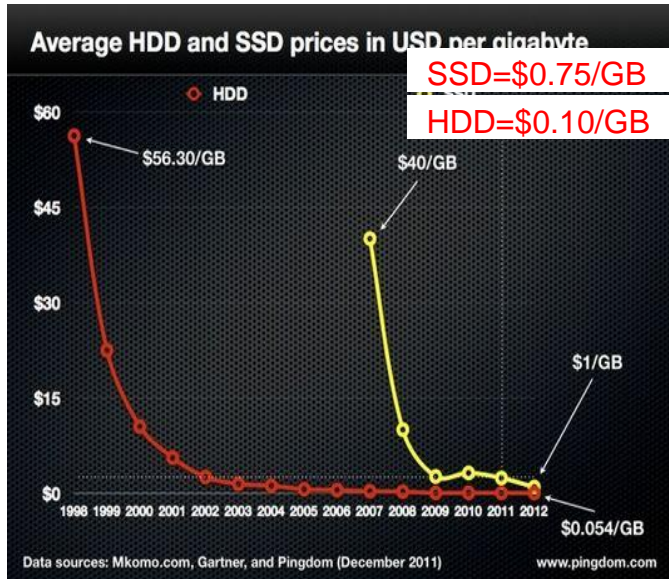


***“Technology makes flash devices to lead”***

# TCO

(Total cost of ownership)

User Experience (Blink to boot, Gaming)



Power & Performance



“ “Value for money” is the key factor for flash based devices” ”



# Summary

Evolutionary form factors, technology, and value add for the cost are all opposing factors that drives flash memory devices.

Plextor has range of products to address all of these challenges.

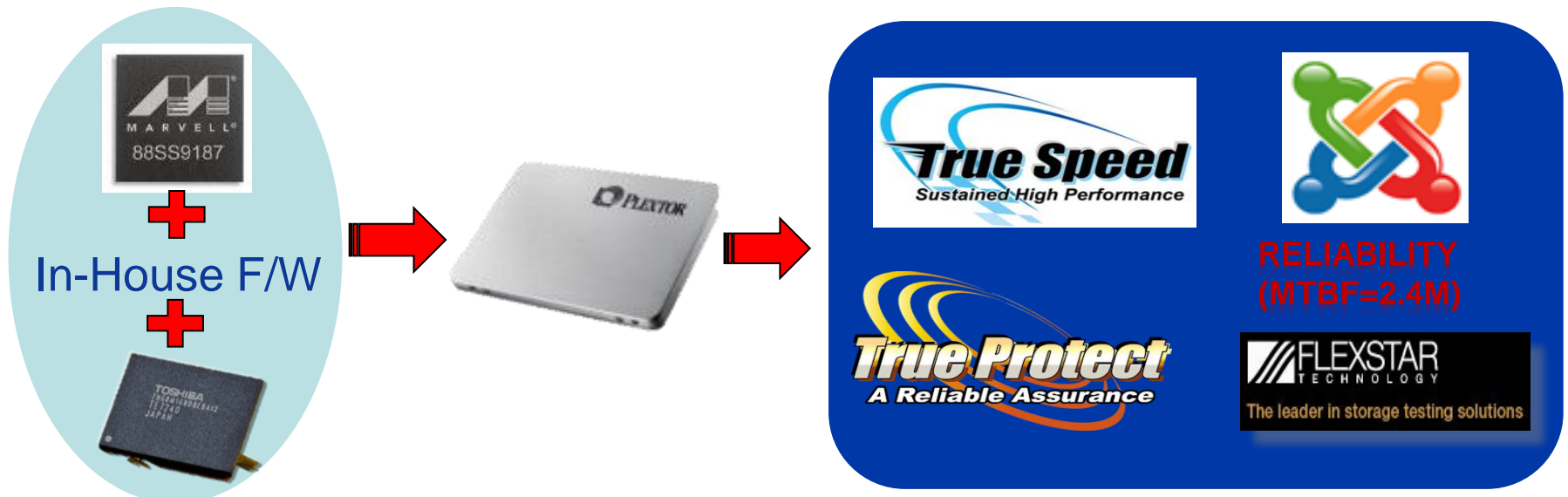


To learn more please visit us at [www.plextoramericas.com](http://www.plextoramericas.com)



# Introduction To Lite-On IT

- 2B USD company with ~30% WW market share in ODD.
- Started SSD business in 2009
  - significant growth in shipment through the years ( 2012 – 1.4M Units, 2013 – 4.2 to 4.5M Units (F))
  - 3<sup>rd</sup> largest market share (~14 %) in consumer market – Jan/Feb 2013 - TSR



# Solid State Drive Profile

## Automotive



High reliability, wide temperature

## Enterprise



High performance, high reliability, high Endurance.

## Industrial



High performance, high reliability, wide temperature

## Client



## eMMC



JEDEC 4.5, small form-factor

# THANK YOU!

## To learn more please visit us at

- [www.plextoramericas.com](http://www.plextoramericas.com)
- [Twitter.com/PlextorUSA](https://twitter.com/PlextorUSA)
- [Facebook.com/PlextorAmericas](https://facebook.com/PlextorAmericas)
- [Linkedin.com/company/plextor-america](https://linkedin.com/company/plextor-america)

