



Revolutionizing Consumer Storage with 3D V-NAND

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Thin & Light

Portability



Conventional Laptop
(~ 2010)



Ultrathin
Laptop
(2011 ~)



Convertible /
Detachable
(2014 ~)

Longer Battery Life

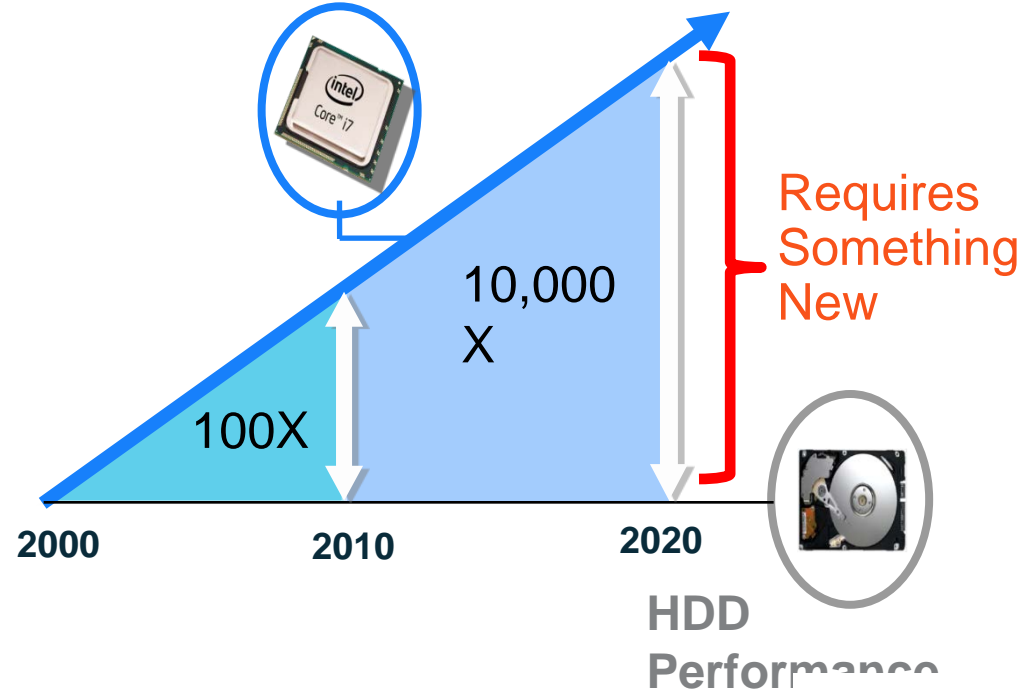
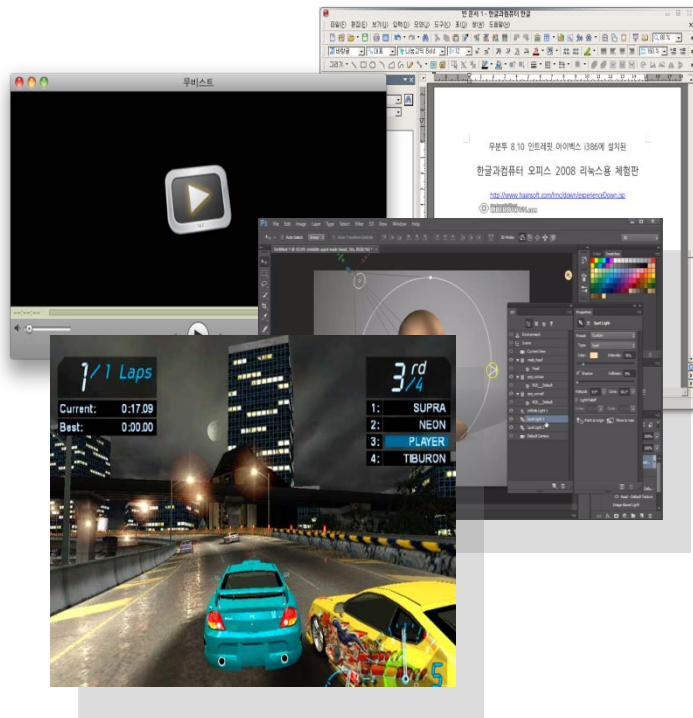


High Performance

Multi-Tasking

Faster Storage

CPU/GPU and Memory Performance

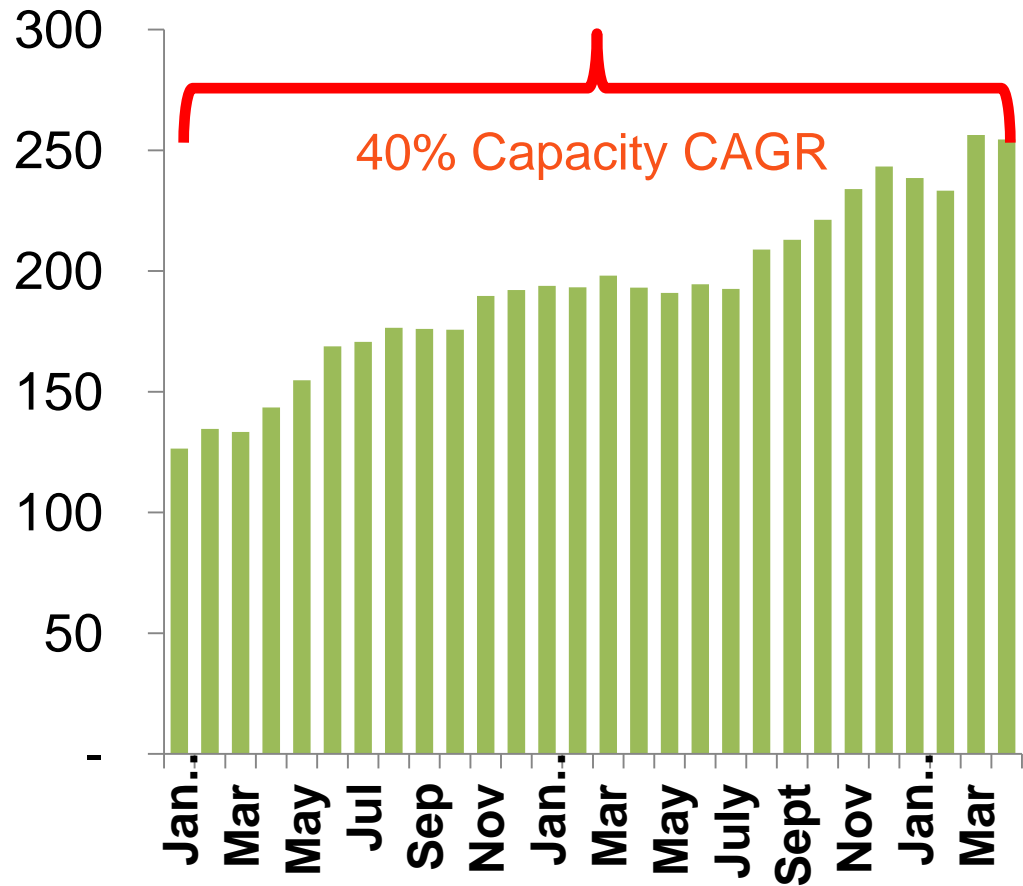


Higher Capacity

Richer Content

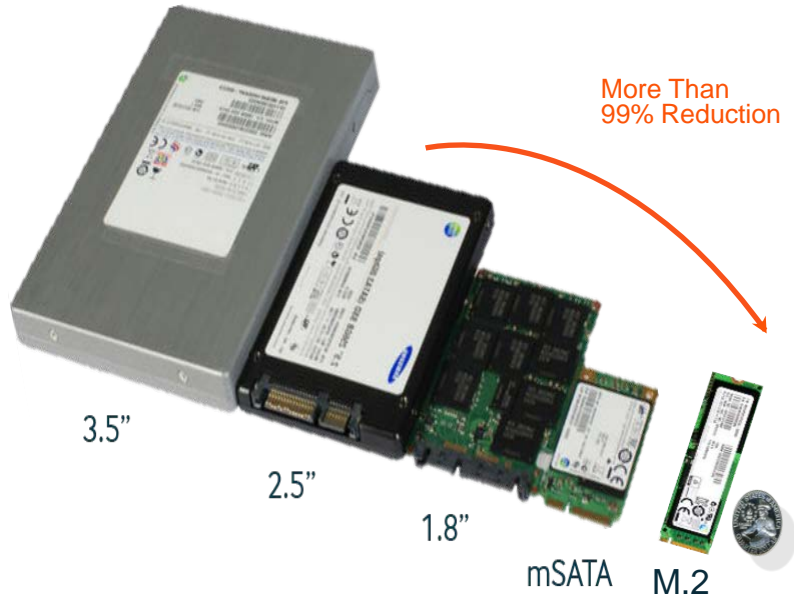


Average SSD Capacity



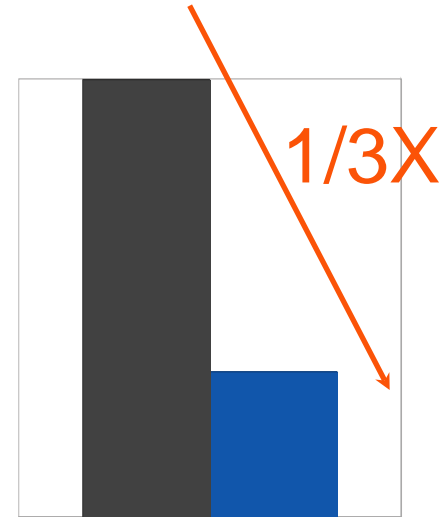
Flexible & Efficient

Small Form Factor



3.5" > M.2 F/F

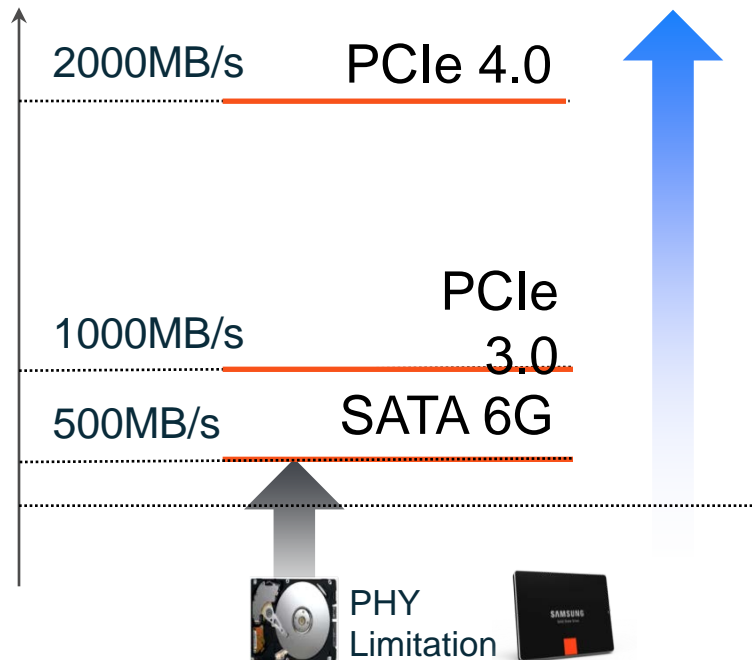
Low Power



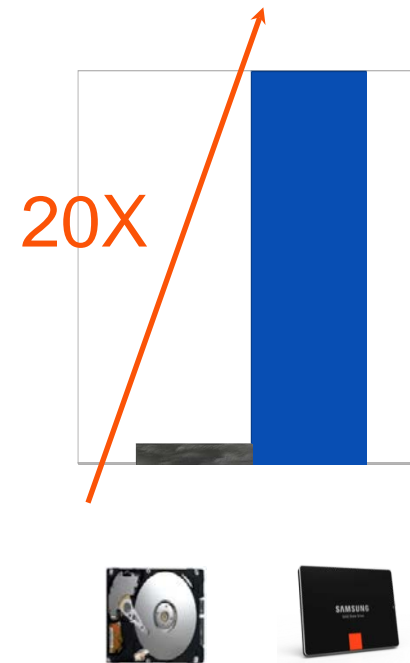
Perfect for Portability

Built for Speed

I/F Breakthrough



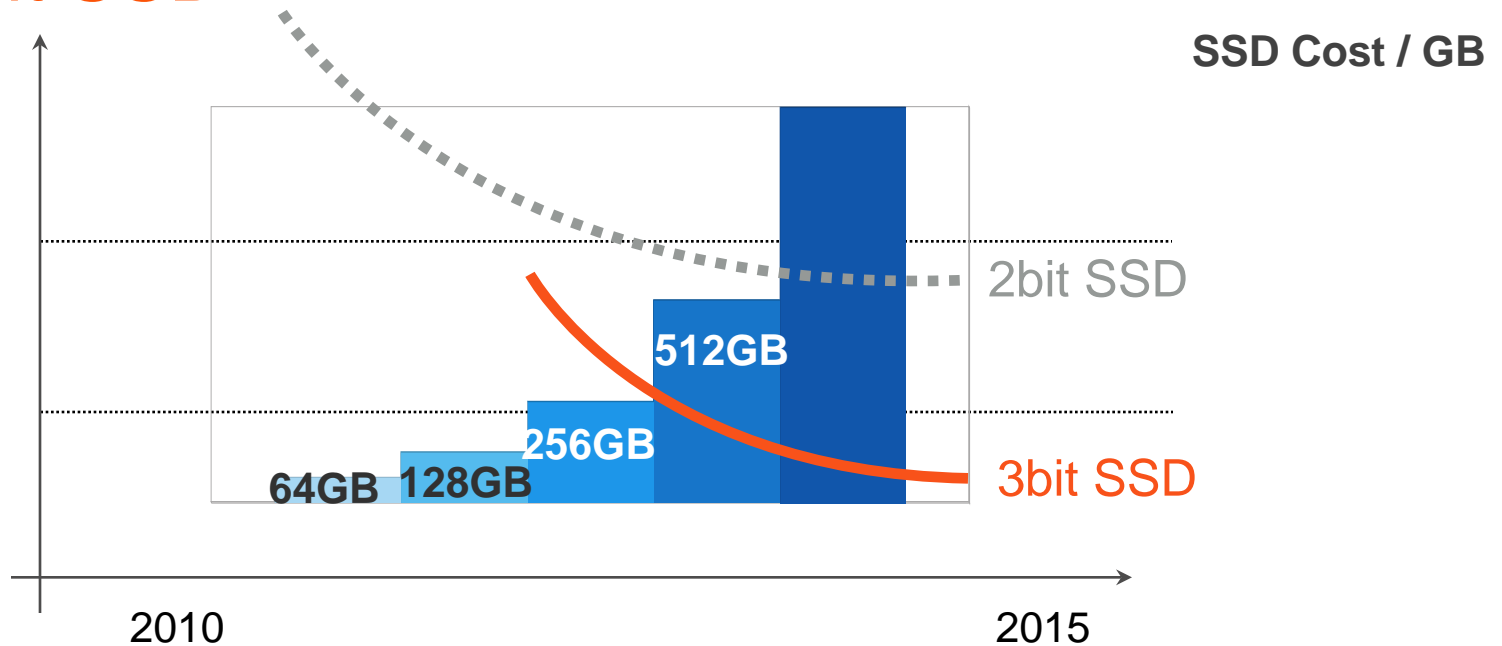
Mixed Pattern Performance



Perfect for High Performance

Cost-Effective

3bit SSD



Perfect for Higher Capacity



3D V-NAND

What does 3D V-NAND mean for the future of technology?

Higher Capacity

2X
& Beyond

Planar

3D V-NAND



Technology	Relative Capacity
Planar	1X
3D V-NAND	2X

More Speed

2X

Planar

3D V-NAND



Technology	Relative Speed
Planar	1X
3D V-NAND	2X

Improved Power Efficiency

2X

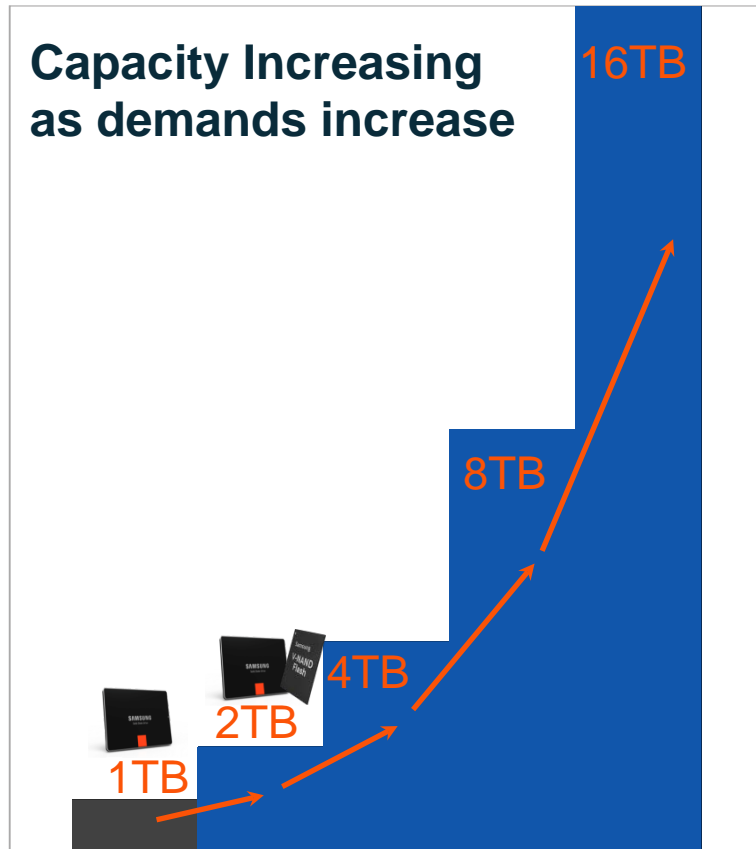
Planar

3D V-NAND



Technology	Relative Power Efficiency
Planar	1X
3D V-NAND	2X

Increased Capacity



Planar 3D V-NAND →

Even More with
Next-Gen 3D V-NAND

Target
Applications

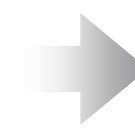
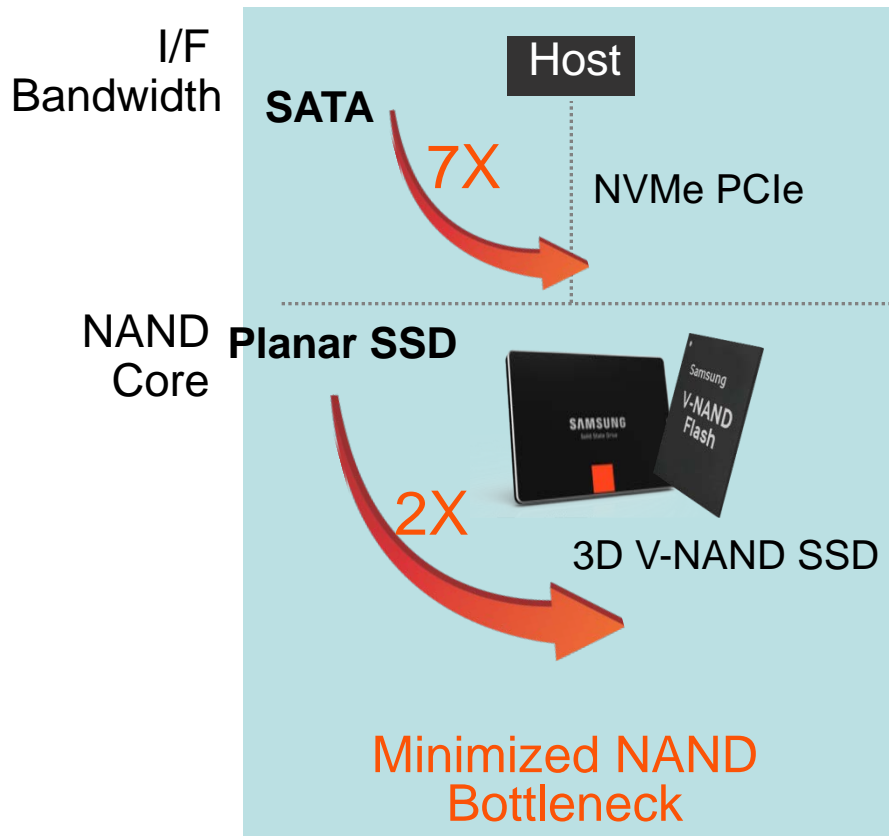


Ultrathin Laptop

Ultra High Performance

**Performance
Increasing**

**Target
Applications**



**High-Performance
Computing**

Increased Reliability



40GB/day

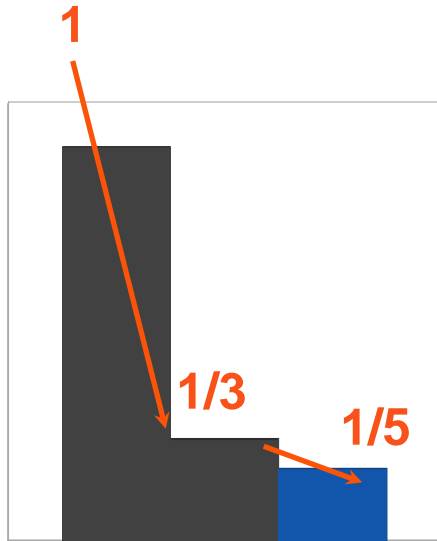
150TBW

The Industry
Leading Warranty

WARRANTY

Ultra Low Power

Power Decreasing



SSD Power
8 hours active and
16 hours idle

Target
Applications



Laptop Battery Life



The Storage Solution for the Terabyte Era

Higher Capacity for Increased Content

More Speed for Faster Service

Increased Reliability to support Increased Workloads

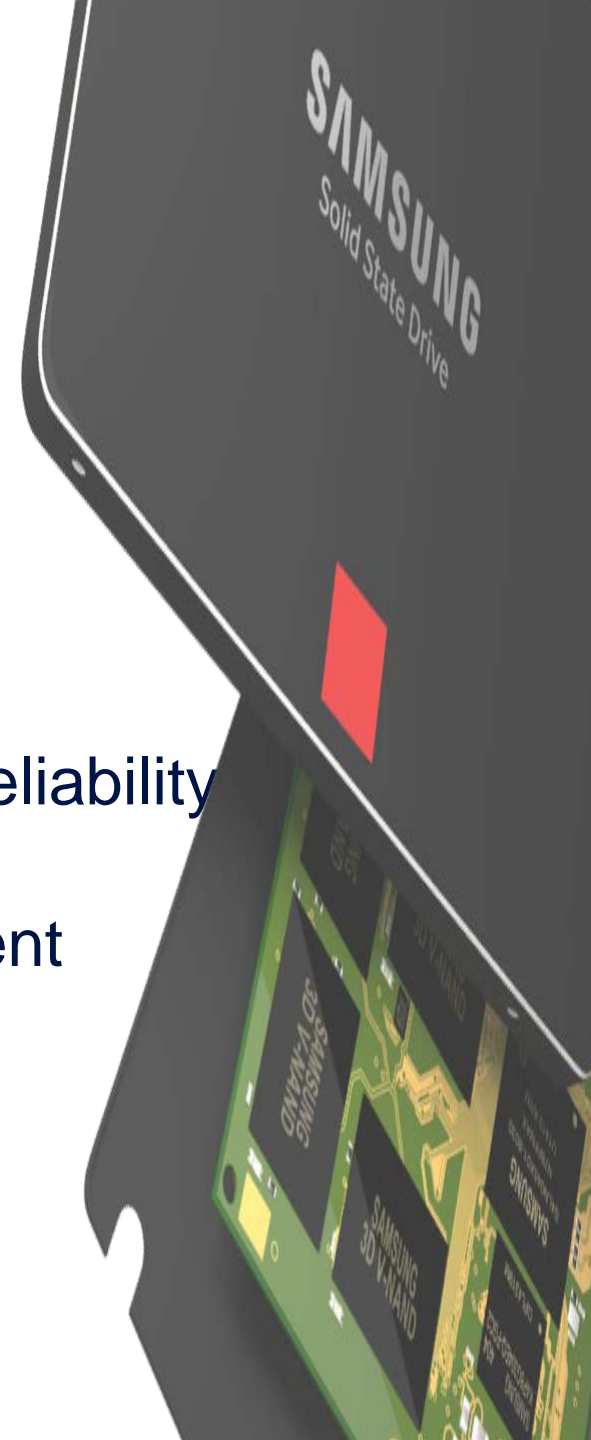
Better Power Efficiency for better Mobile Experience





850 PRO

- ✓ Ultimate Performance
- ✓ Enhanced Endurance & Reliability
- ✓ Efficient Power Management

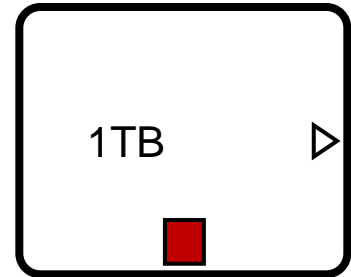
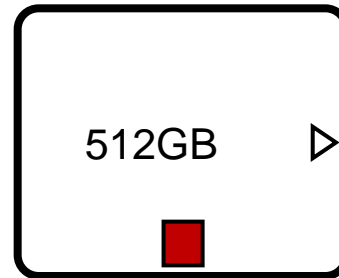
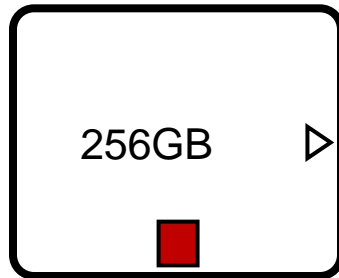
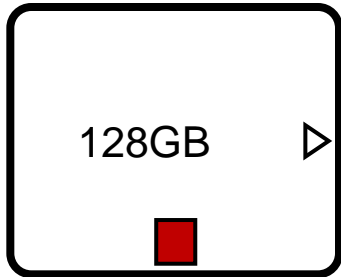




850 PRO
Available
today



850 PRO Available today





850 PRO

The ultimate SSD that provides
unbeatable performance
with guaranteed long-term reliability

Powered by
Technology

3D V-NAND



SAMSUNG
Solid State Drive