



# Designing for the Next Smart Device

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## Wearable Devices

## What are Storage Component Requirements?



# What is a Wearable Device?

## Health & Fitness Monitors

### FitBit



### Sensoria



### Wearable pancreas (Medtronic)



## Wearable Camera

### Looxie



### Zeal



### Go Pro



## Smart Watch Devices

### Pebble



### Sony



### Motorola



### Qualcomm



## Wearable Computer

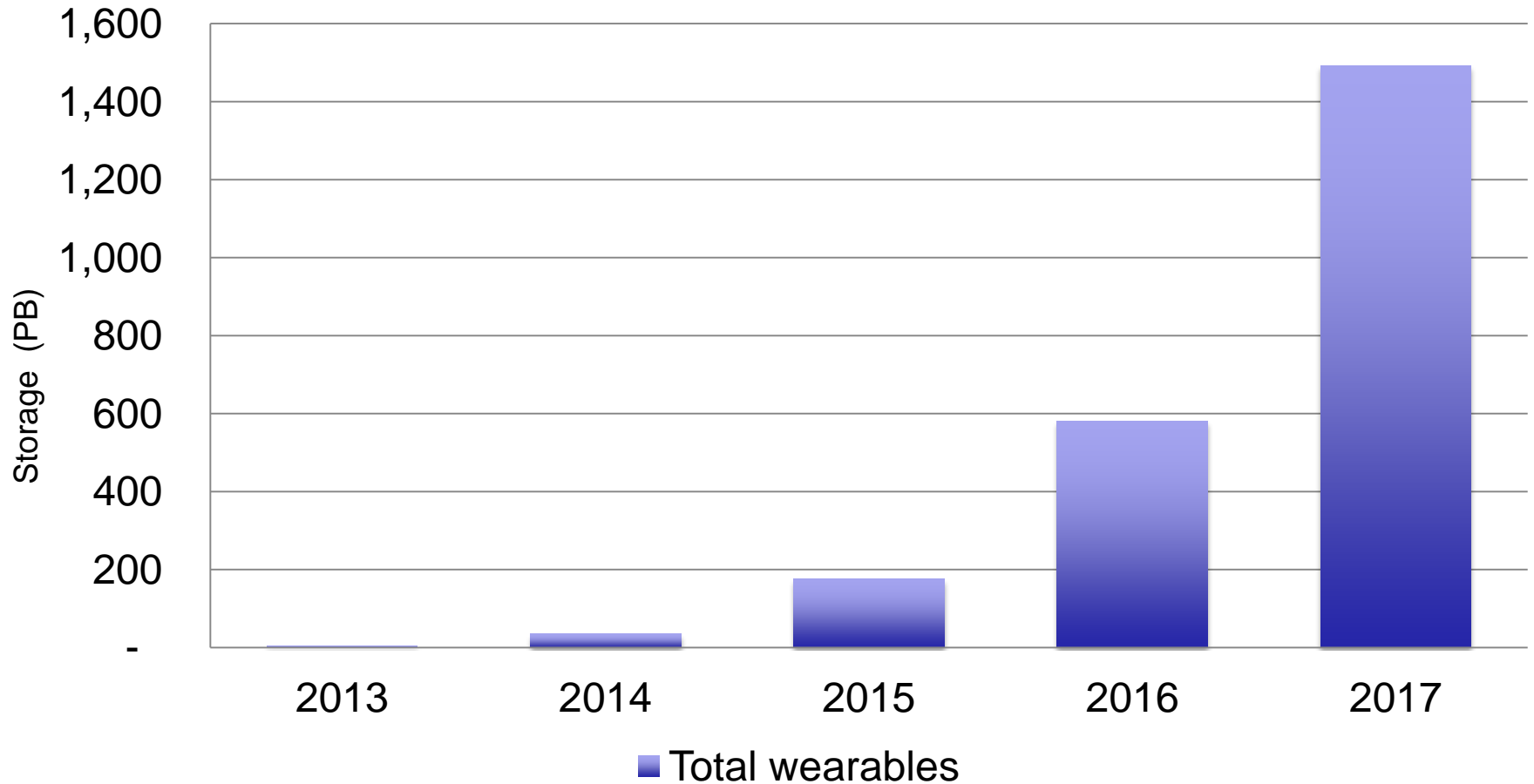
### Google Glass



### Motorola Industrial solutions

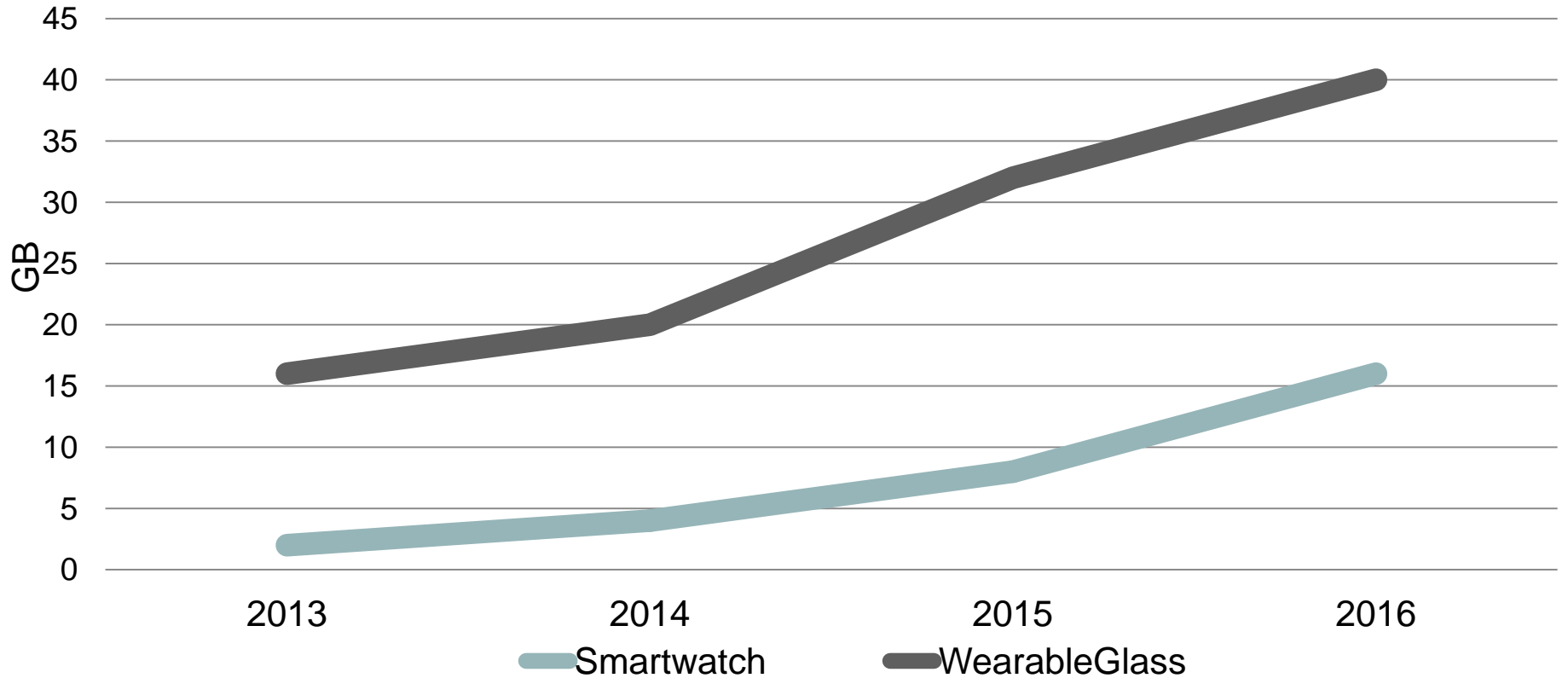


# Embedded Storage Growth in Wearables



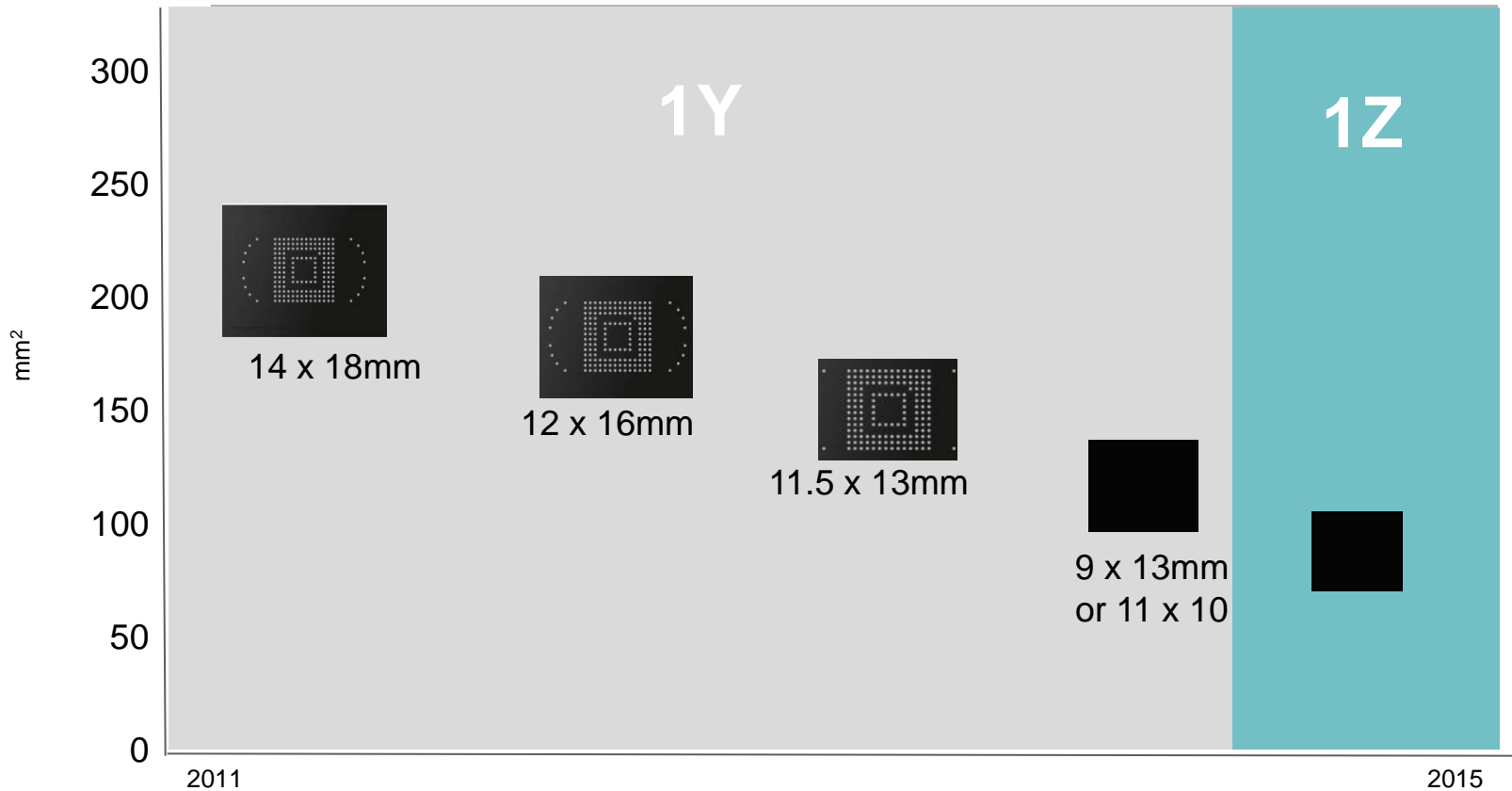
Source: SanDisk Marketing

# Video and Apps Drive Capacity



Source: SanDisk 1/14

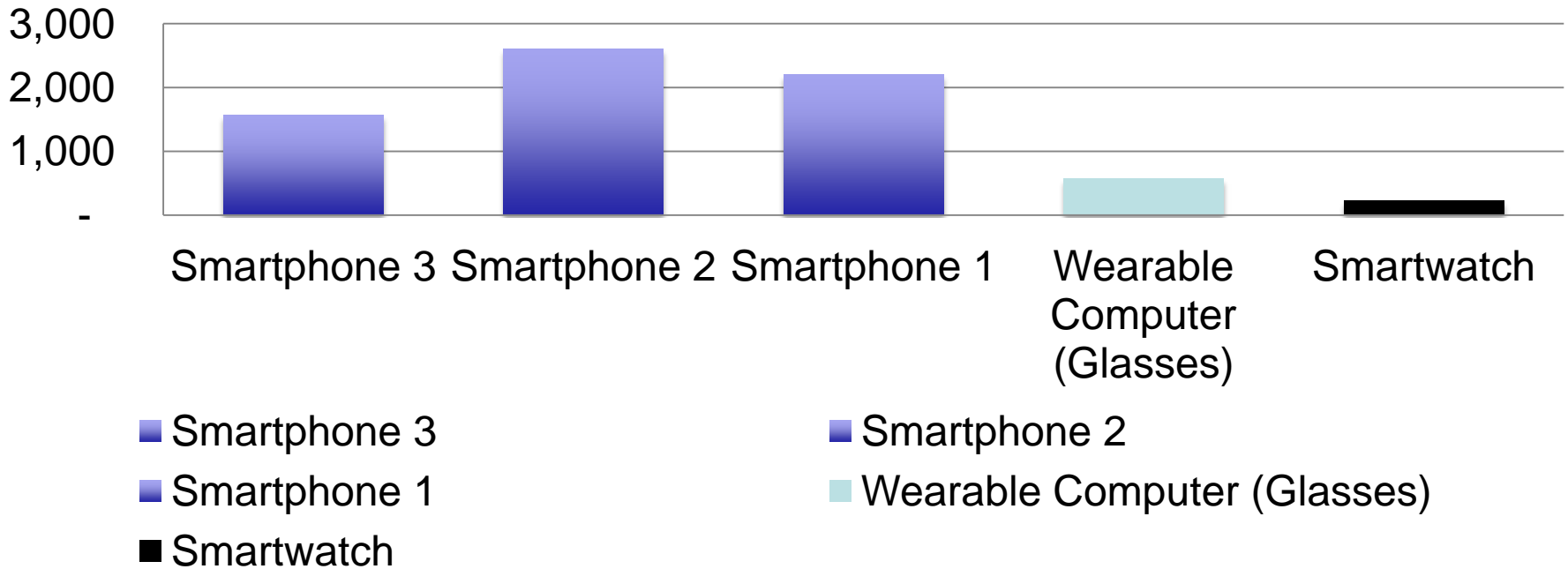
# Packaging Technology Ramp— Sub 100mm<sup>2</sup>



Source: SanDisk 1/14

# Very Low Power Required

**Battery (mAh)**



Source: SanDisk 1/14





# Summary

- Drive smaller packages, leveraging the latest technologies
- Make the right power / performance design tradeoffs
  - Leverage eMMC power advantages in sleep modes
  - Enjoy the power efficiency in the relevant performance envelope
- Small form-factor, ultra low-power requirements for wearable devices will fuel innovation into other market segments



**Thank You!**

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