

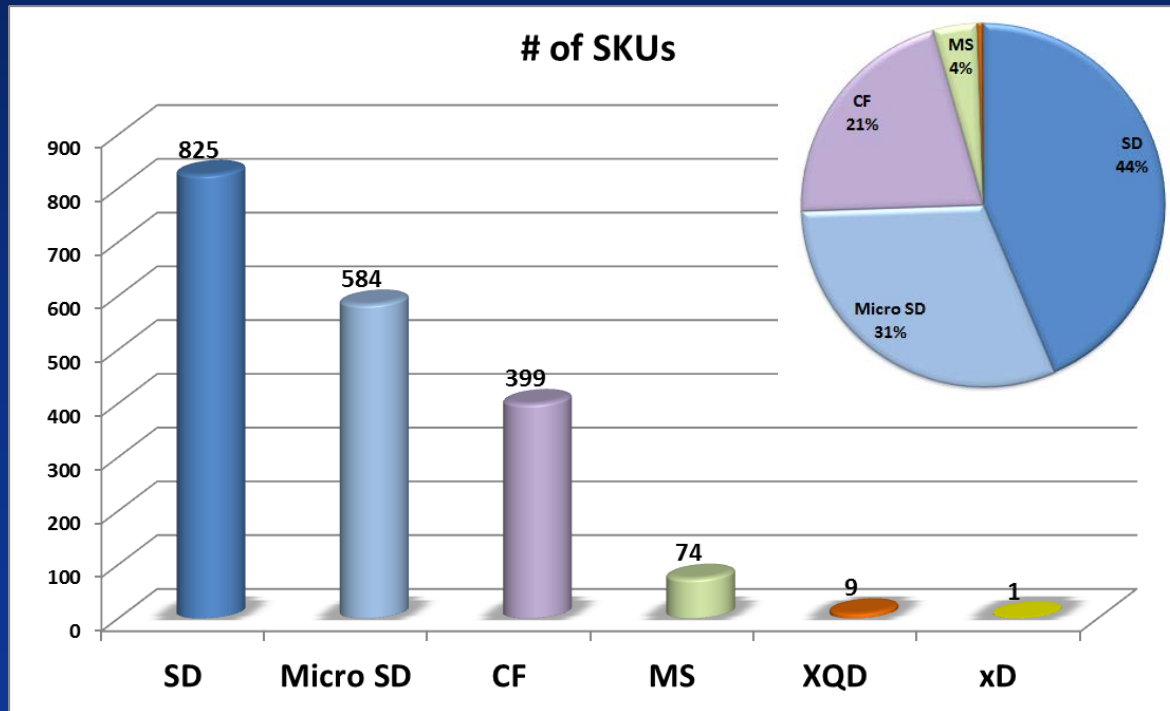


How Flash Card Slots Improve Consumer Electronic Devices

Andy Higginbotham
PriceG2

Flash Cards on Retail Shelves

- 60 Flash Card Brands in U.S. Retail July-2014
- SD Formats ~75% of Shelf Space



* Retail snapshot as of June 23, 2014



Consumers and Their Technology: It's About Fun!









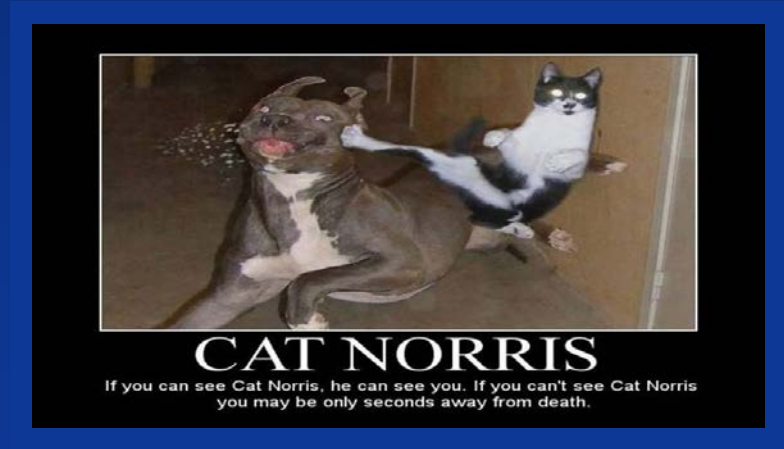
CAT NORRIS

If you can see Cat Norris, he can see you. If you can't see Cat Norris
you may be only seconds away from death.

Flash Cards Are Used by Spies



Flash Cards Play a Vital Role



The Silent, Enabling Technology

GoPro Hero



Nintendo Wii



Digital SLR Camera



Cell Phone *microSDHC* Slot



Flash Card EcoSystem

Devices



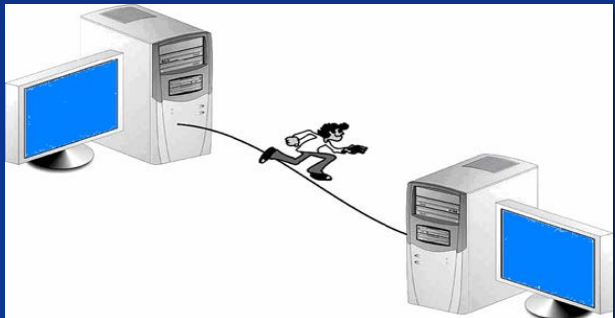
People



Why Are Flash Cards So Popular?



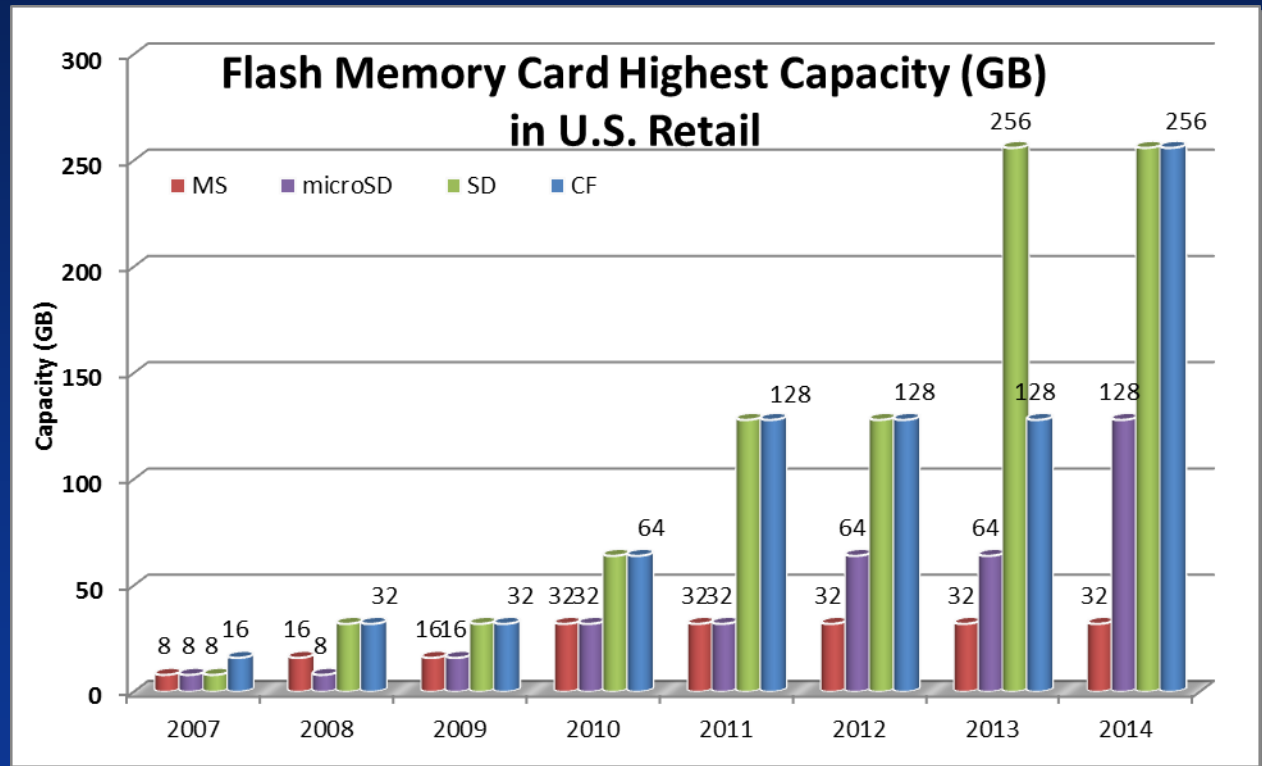
No other storage technology can match



Impressive Capacity Growth Rates

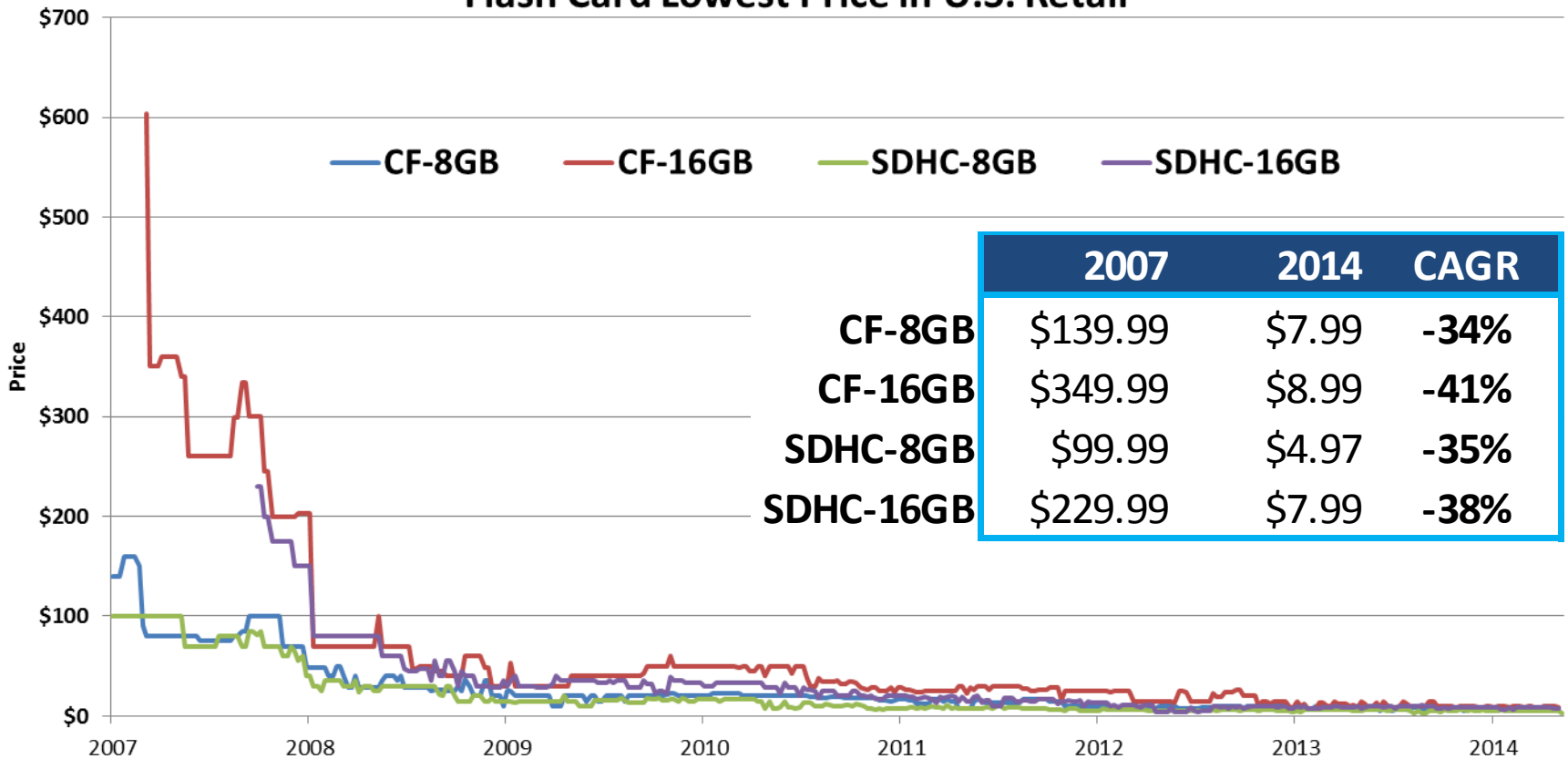
C.A.G.R.:

- SD: 64%
- micro*: 49%
- CF: 49%
- MS: 25%



\$/GB Improvement Over Time

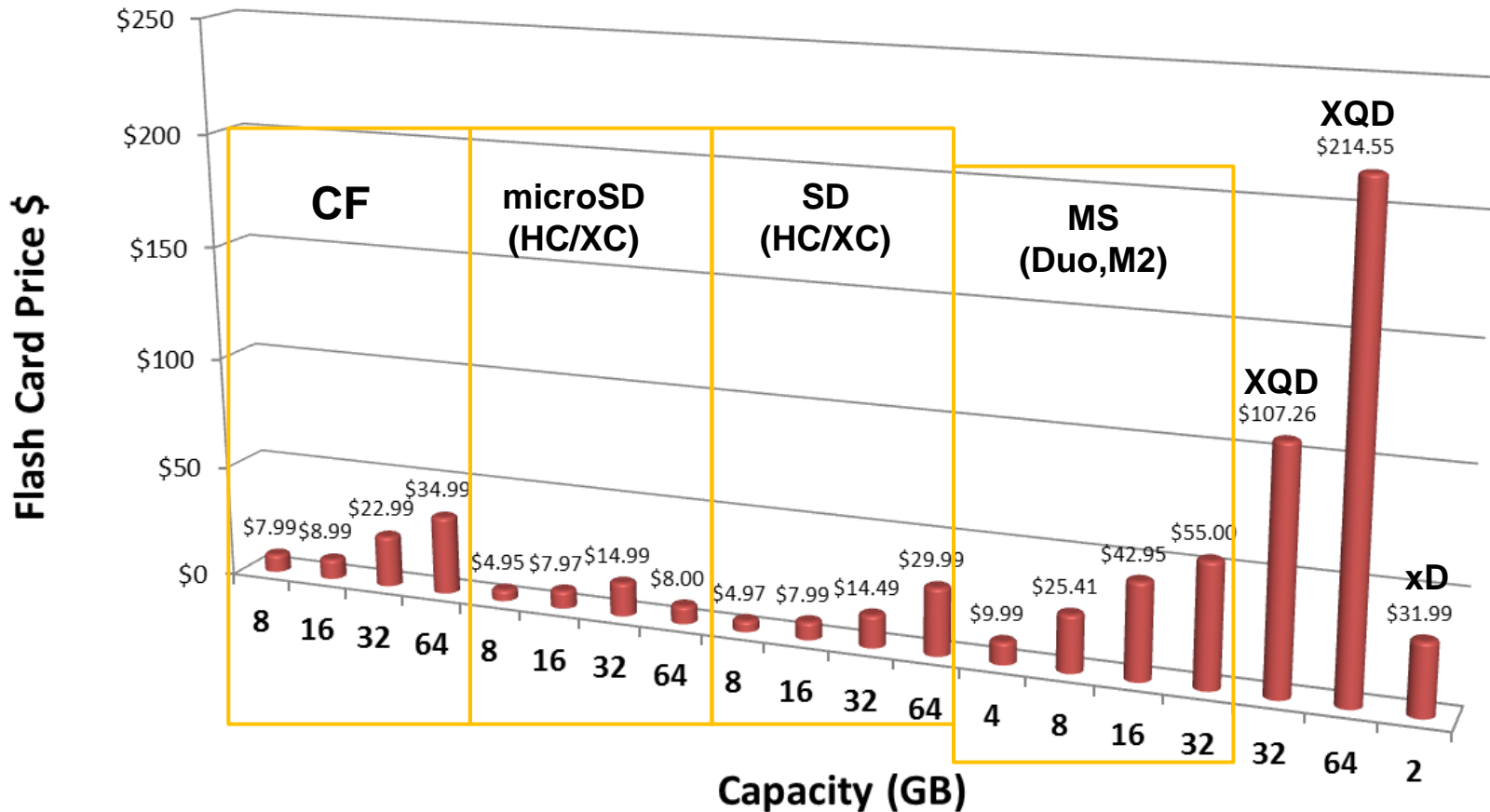
Flash Card Lowest Price in U.S. Retail



* Retail snapshot as of June 23, 2014

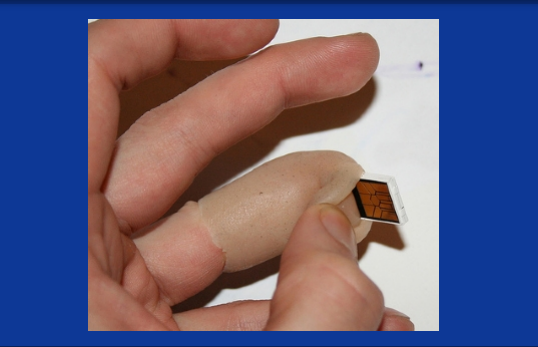
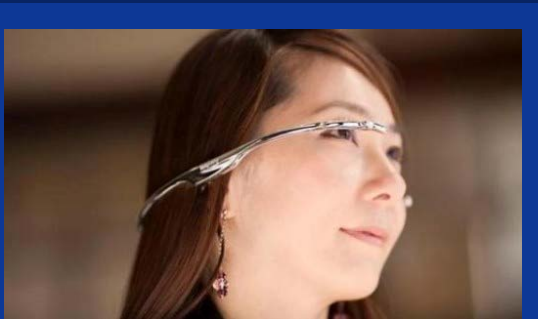
Flash Cards Today

Lowest Priced Flash Card by Type and Capacity (GB)



Future Applications

- “Personal Electronics” Redefined



4K
ULTRA HD



Flash card
storage
demands will
increase



**Build The Slots, Consumers Will
Have Fun Using Them**



Thank You

