



Consumer PCIe SSD – Higher Performance with Lower Cost

Phison Electronics Corp.

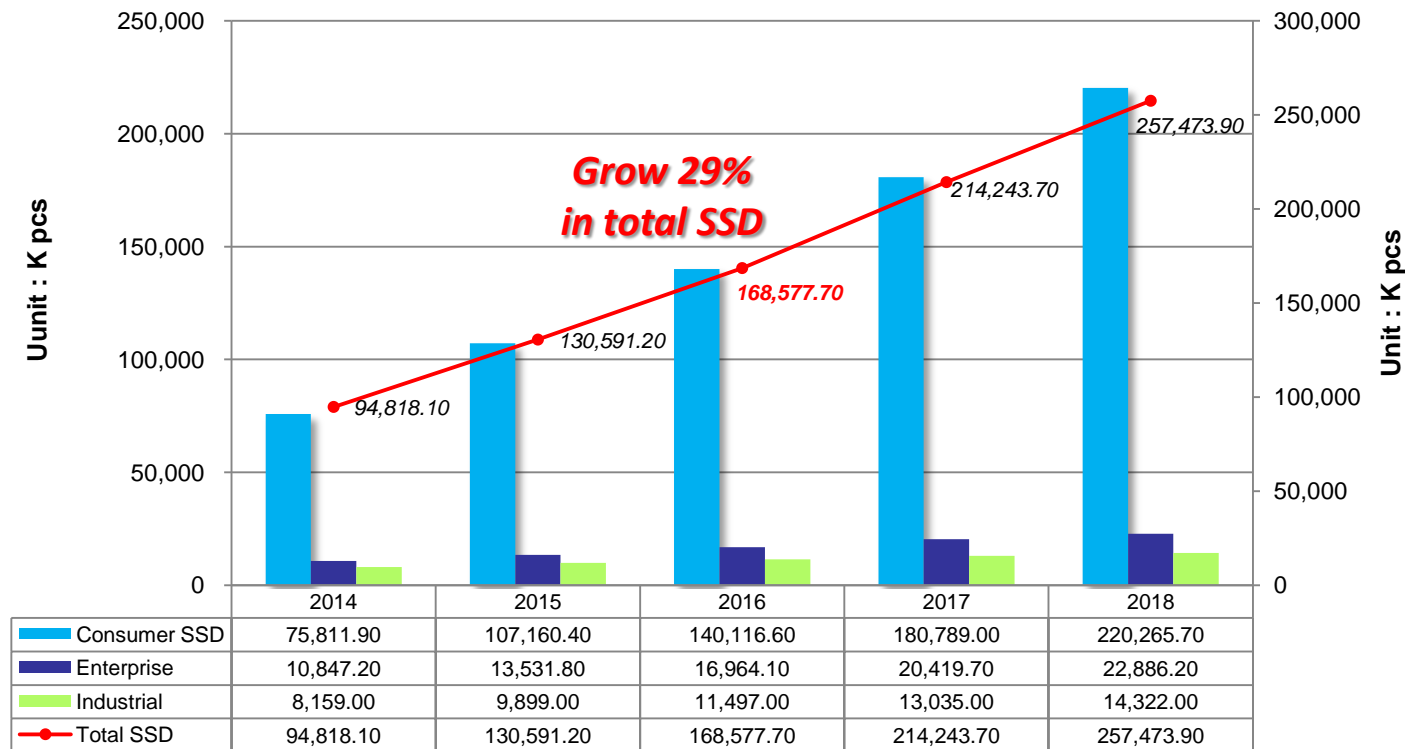
Larry Li

SSD Project Manager

larry_li@phison.com

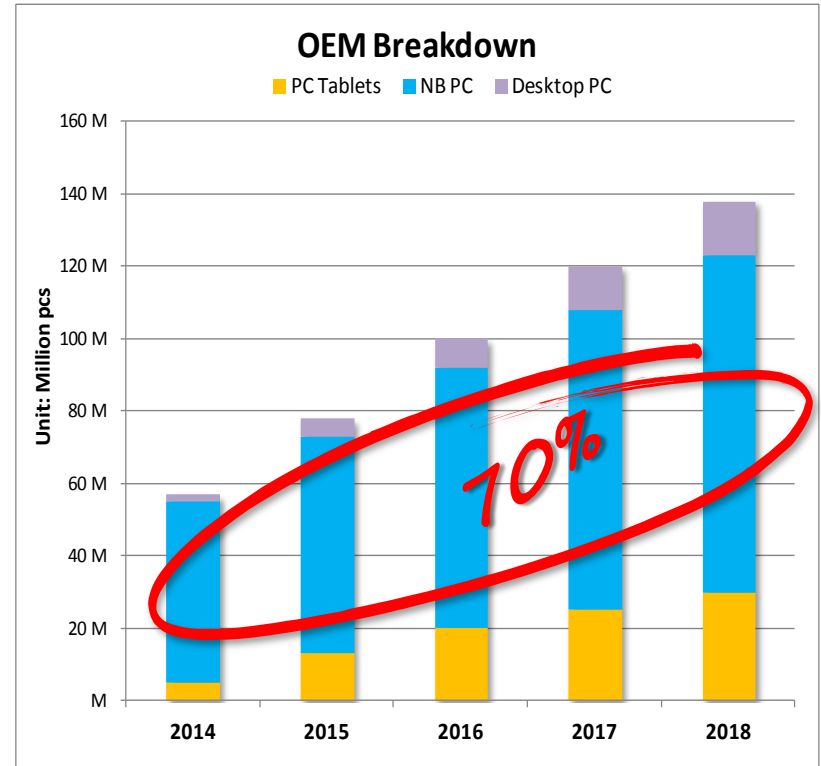
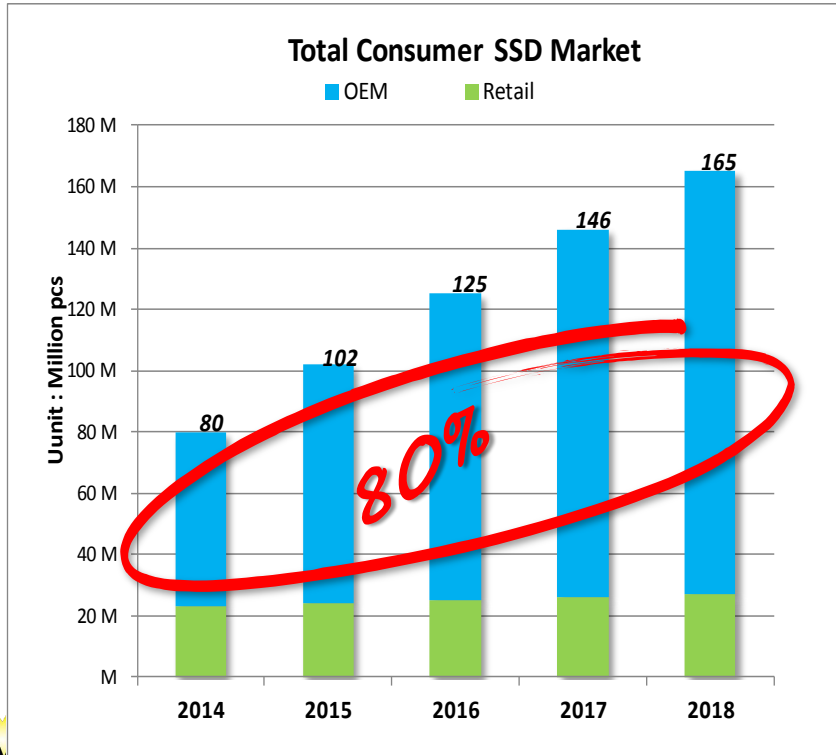
Worldwide SSD Market Trend

- ◆ Total SSD production will grow **29%** in 2016, to 168.5 Million units.
- ◆ Consumer SSD production will grow **30%** in 2016, to 140.1 Million units

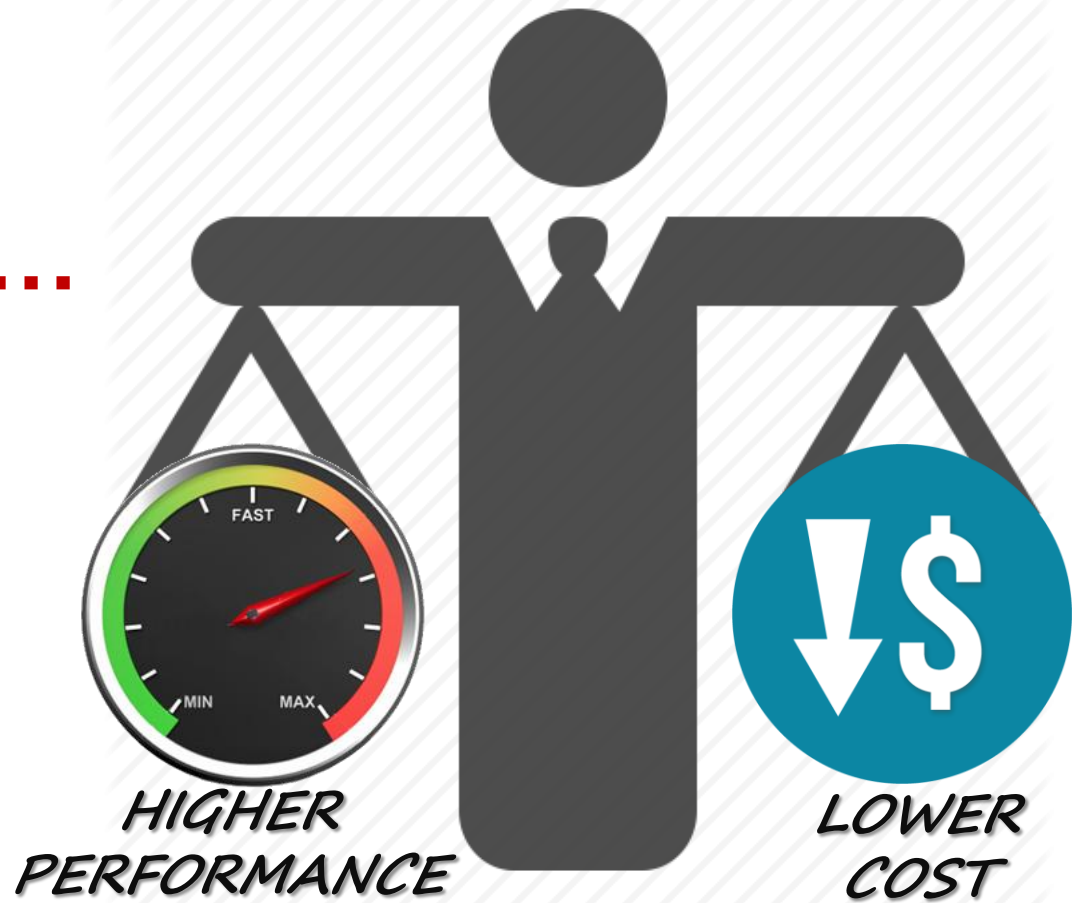


Consumer SSD Market Growth

- ◆ Consumer SSD adoption is mainly driven by PC OEM which is roughly **80%**
- ◆ **NB PC** take over **70%** for amount of SSD OEM.



Consumers want...



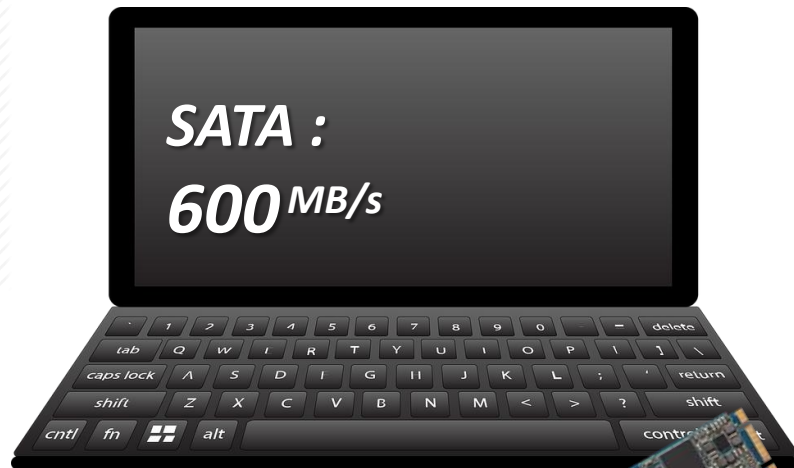
PCIe Gen 3x2 vs. SATA 6GB/s

Max Bandwidth

3X IMPROVEMENT



PCIe NVMe SSD



SATA SSD

PCIe Gen 3x2 vs. SATA 6GB/s

CONDITIONS

- (1) Phison PS5008-E8
- (2) Capacity : 512GB
- (3) Interface : Gen3 x 2

CONDITIONS

- (1) Phison PS3110-S10
- (2) Capacity : 512GB
- (3) Interface : SATA III

Latency

3X

LATENCY
IMPROVEMENT



PCIe NVMe SSD



SATA SSD

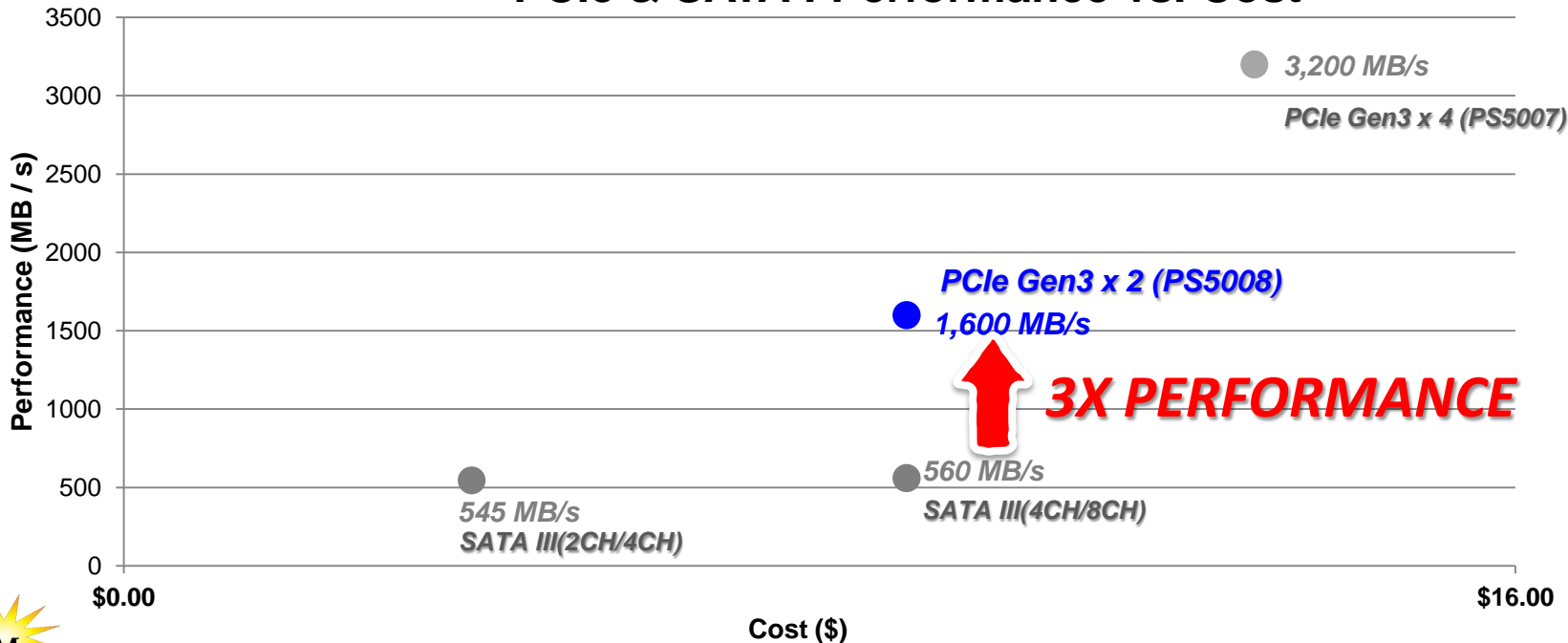
Latency Improvements



PCIe and SATA Pricing Trend

- ◆ Little cost gap between PCIe^(Gen3 x 2) and SATA while performance is almost 3X better than SATA.

PCIe & SATA : Performance vs. Cost



PCIe NVMe Form Factors

◆ Phison provides the best PCIe NVMe SSD solutions

- ✓ Quality of Service
- ✓ High & Consistent Performance
- ✓ Outstanding Reliability

Enterprise
Data Center



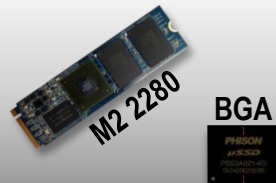
- ✓ High Performance
- ✓ Cost Performance Value
- ✓ Reliability

Retail



- ✓ Cost Performance Value
- ✓ Reliability
- ✓ High Performance

PC OEM



PCIe NVMe for Client Solution

Phison E8 : PCIe Gen3 x 2 NVMe SSD Controllers

PCIe Gen3 x 2 lane

Support NVMe Protocol

2D and 3D TLC: Up to 2 TB

SmartFlush™, SmartECC™, SmartRefresh™,
ETEDPP, HMB

Best cost
performance
value for
consumers



E8 Overview

PS5008-E8: 1st PCIe Gen3 x 2 SSD for Client

	Phison PS5008-E8	S10 SATA SSD
★ <i>Seq. R/W</i>	1,600/1,300 (MB/s) 3X	540/530 (MB/s)
★ <i>Ran. R/W</i>	240K/220K (IOPS)	100K / 90K (IOPS) 2X
<i>Low Power</i>	5 (mW)	5 (mW)
<i>Capacity</i>	Up to 2TB	Up to 2TB
<i>F.F.</i>	M.2	M.2



**For more information on Phison SSD Controllers,
please visit us at**

Booth #714 & 716



Consumer

E8/E8T
E7
S11T
S10

Embedded

Automotive
Industrial
Commercial

Enterprise

S10DC
Featured by
Serve the Home



Thank You!