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Samsung claims to introduce highest-density, best performing MMC cards for portable applications

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Samsung Electronics announced today that it has developed the industry's highest density MultiMediaCard (MMC)-format flash-memory card, based on its most advanced multi-level cell (MLC) NAND flash memory. It has also developed the highest performing MMC card, based on SLC (single-level cell) NAND flash, in rounding out its large portfolio of MMC memories.

Based on Samsung's 8-Gbit NAND flash memory, the MMCplus card will be introduced at an 8GB capacity, allowing it to store 2,000 MP3 music files or eight hours of DVD-quality movies. The 8GB card will be part of a full line up of MLC-based MMCplus cards that will also include 1GB, 2GB, and 4GB offerings.

Samsung also said it is introducing a higher performance MMC that more than triples the performance of conventional small-form-factor memory cards. The higher performance version makes use of SLC NAND flash memory, providing a read-speed of 40Mbytes/s and a write-speed of 25Mbytes/s. The new MMCplus card can save six MP3 songs per second, or two hours of DVD-quality movies in less than a minute. The high-performance card will be available in two capacities: 1GB and 2GB.

Samsung said its new high-density, high-performance MMCplus cards will be available in the second half of this year. With added density and higher performance, the new Samsung MMCplus cards are designed to enhance user convenience for a variety of mobile applications, the company said.

Samsung cited market research firm, Semico Research as indicating that the worldwide high-density memory card market is expected to show substantial growth, from 115 million units in 2006 to 750 million units by 2009.

Digital camera market forecast					
Year	2006	2007	2008	2009	2010
DSC (in million units)	89	92	97	99	100
Percentage of DSLR	6.6%	7.9%	8.6%	9.3%	10%
Card unit (4GB eq.)	11.6M	14.6M	33.2M	36.8M	40M

Source: Brain Child 2005, as cited by Samsung

High-density memory card market forecast						
Year	2005	2006	2007	2008	2009	CAGR
Memory Card Market Total	420	720	1031	1353	1717	42%
1GB and higher	19	78	241	621	1166	180%
512 and lower	401	642	790	732	551	8%

Source: iSuppli 4Q05, as cited by Samsung