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Samsung to Introduce Industry's Highest-density and Highest-performing MMC Cards, for Portable Applications

(Seoul=뉴스와이어) 2006년07월27일-- Samsung Electronics Co., Ltd., the world leader in advanced memory technology, announced today that it has developed the industry's highest density MMC card (popular removable MultiMediaCard for portable electronics) based on its most advanced MLC (multi-level cell) NAND flash memory. It also has developed the highest performing MMC card, based on SLC (single-level cell) NAND flash, in rounding out its large portfolio of MMC memories. With added density and higher performance, the new Samsung MMCplusTM cards are designed to greatly enhance user convenience for a variety of mobile applications.

Based on Samsung's 8-gigabit (Gb) NAND flash memory, the MMCplus card will be introduced with an 8-gigabyte (GB) density, 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 also will include 1GB, 2GB, and 4GB offerings.

Samsung also is introducing a separate card advancement: 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 advanced 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 variations: a 1GB and a 2GB density.

Samsung's new high-density and high-performance MMCplus cards are expected to be available in the second half of this year.

According to market research firm, Semico Research, 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.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 parent company sales of US$56.7 billion and net income of US$7.5 billion. Employing approximately 128,000 people in over 120 offices in 57 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com