

Flash Card Market Driven by Camera Phones

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Superseding the historical dominance of flash cards in digital still cameras, the fastest growing flash card market today is camera phones, according to Phoenix, Ariz.-based Semico Research Corp.

The cell handset market began incorporating flash cards in 2003 boosting demand and generating consumer interest, driving the flash card market from approximately \$8 billion in 2003 to more than \$27 billion by 2008, the firm predicts.

"The displacement of cameras as the flash card leading application is due partly to the incredible growth of camera phones coupled with consumers interest to play music on their cell phones," noted Jim Handy, director of non-volatile memory services at Semico in a statement. "This lends demand for high-capacity flash cards during a slowing in digital camera sales."

The firm also believes that digital cell phones and card-based camcorders will offer significant opportunities for card manufacturers in the near future.

"Additionally, other applications show promise. Semico believes gaming and the digital video market are poised for the next big boom markets for flash," Handy concluded.

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