

The logo for Tekrati, featuring the word "Tekrati" in a white serif font centered within a dark purple square.

Camera Phones Driving Flash Memory Card Market, Says Semico

Semico Research Corp. - May 19, 2006

<http://www.tekrati.com/research/News.asp?id=7050>

Semico Research reports that camera phones have overtaken digital still cameras as the fastest-growing flash card market, and gaming and digital video may provide the next boom markets. "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," said Jim Handy, Director of Non-Volatile Memory Services for Semico Research Corp.

"This lends demand for high-capacity flash cards during a slowing in digital camera sales," continued Handy.

According to a recent study issued by Semico Research, the flash card market was approximately \$8 billion in 2003, and will ramp to over \$27 billion by 2008.

Semico asserts that digital cell phones and card-based camcorders (CBCs) will offer significant opportunities for card manufacturers in the near future.

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

About the market research study

Semico's report, "Flash Cards Growing, Finding New Applications" (NV110-06; approx 100 pages; April 2006), forecasts the current state of the flash card market, and gives a 5-year forecast of flash consumption by end application. Flash demand estimates for future years have been compiled by multiplying the Semico MAP (Market Analysis and Planning) model's end-use application unit forecasts with estimated flash card acceptance, attach rates, and megabyte capacity for each sub-market.