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Samsung transforms mobile data storage with high speed interface

by **News Team**

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Samsung Electronics is sampling a 2Gbyte embedded memory card technology for mobiles which combines NAND flash memory and a multimedia card (MMC) controller.

The intention, said the firm, was to address the problem of putting increased storage capacity in a mobile where it needs to operate through a standard serial interface.

Called moviNAND, the controller is able to support data processing at 52Mbyte/s through its MMC interface.

Samsung said mass production of moviNAND in 1 and 2Gbyte densities starts this month. The company will further add 512Mbyte and 4Gbyte densities by the end of this year.

According to market research firm Semico Research, the potential market for a memory controller device such as this could be as large as \$4bn by 2010.