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Samsung sampling 1-2GB NAND for mobile apps

September 6, 2006 - Samsung Electronics Co. Ltd. is now shipping 1-2GB samples of its high-density MLC NAND, called "moviNAND," an embedded combination of NAND flash memory, a multimedia card (MMC) controller and onboard firmware, for use in mobile applications.

The device, created by Samsung's memory and system LSI divisions, utilizes 60nm-based 8Gbit NAND flash, which the company ramped in July. The chip, smaller than competing devices, uses a high-performance multimedia card interface to achieve 52MB/sec data processing rates. It also can remove the need for an external memory card slot in mobile devices. Mass production is expected to start later this month, with 512MB and 4GB densities added by year's end.

"As consumers look for increasing volumes of embedded storage in MP3 players and media-player cell phones, products that offer large NAND capacity while simplifying NAND interfaces will see a significant increase in demand," said Jim Handy, director of nonvolatile memory services at Semico Research, in a statement, adding that the market for such devices will top \$4 billion worldwide by 2010.