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Samsung Ships moviNAND Samples

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Samsung Electronics has reportedly started shipping 1 and 2 Gigabyte (GB) samples of moviNAND, a new high-capacity NAND solution, to leading manufacturers of mobile products.

moviNAND is an embedded memory card with the combination of NAND flash memory, a multimedia card (MMC) controller, and onboard firmware.

Talking about the new NAND solution, Don Barnetson, director - flash marketing, Samsung Semiconductor, said, "moviNAND solves a dilemma faced by many of our mobile customers - how to put a large amount of NAND flash in a small space behind a standardized, high speed serial interface."

Samsung said that moviNAND satisfies major architectural concerns of mobile device designers with its high-speed, high capacity, as also its very small form factor. The memory card provides the fastest mobile data processing possible at 52 megabytes per second, with the help of its high-performance MMC interface.

Being an embedded memory card, moviNAND eliminates the need to have an external memory card slot in mobile devices. It offers another option of using embedded flash with a removable MMC card, to enable a virtually unlimited amount of storage capacity.

Samsung will start mass production of moviNAND in 1 and 2 GB densities this month. Further, the company plans to add 512MB and 4GB densities by the end of this year.

According to a research firm, Semico Research, there is a significant increase in demand among consumers for increased volumes of embedded storage in MP3 players and media-player cell phones, products that offer large NAND capacity, while simplifying NAND interfaces.