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## **Solid State Flash slams the door on HDD-based solutions in Consumer Electronics**

There is a 'war' going on in some classes of consumer electronics products for ownership of the storage platform, between solid state flash 'drives', based on NAND flash, and rotating magnetic media. This battle has been going on for nearly two decades, with HDD holding sway over the larger capacity applications, and solid state solutions preferred for lower capacity applications.

This is no different from 1990, except that the dividing line between flash solutions and HDD solutions has migrated up and up. The displacement of Apple's HDD-based iPod Mini MP3 player, by a flash-based iPod nano MP3 player, having up to 4GB of storage for about 1000 songs, is only the latest and most visible case in point....which still leaves vast markets for applications demanding even more storage capacity for HDD-based solutions.

This talk will take a look at the potential for performance improvement and cost reduction for solid state flash storage devices in the 10-20GB range which can be envisioned in about the 2010 timeframe, and lay those solutions against potential applications in several consumer electronic products.

Lane Mason joined Denali in May 2000, after a career as a Memory Market analyst for Dataquest (10 yrs) and Viking Research (6 yrs), plus as IBM Micro's Graphics Memory and 256M DRAM Product Marketing Manager and Memory Group Strategist. In his role as Denali's Memory Market Analyst, he brings inside-industry experience and a broad view of industry trends to assist Denali customers incorporate the optimal memory components into their systems, and to align themselves with the best possible memory vendor and product roadmap strategies. Today, he is principal author for the monthly Denali Memory Report (DMR), and a frequent speaker at Denali's MemCon events, held in several venues in the US (Silicon Valley, Austin, and Boston), as well as in Taiwan and annually at Denali MemCon Tokyo. He also hosts occasional Denali webcasts on memory-related topics such as memory selection, memory product transitions, and assorted memory technology updates.