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TITLE

A Comprehensive Look at Mobile Storage

ABSTRACT

There has been increasing demand in the mobile industry for high-performance storage devices that are “always-on” and “always connected.” These devices need to provide fast responses and long battery life, as well. All of these bellwether attributes are becoming prerequisites for leading-edge storage solutions in mobile applications. While mobile storage has been evolving, most haven’t yet fully embraced everything in a single cost-efficient solution. This presentation will examine progress toward such a scenario, examining alternative solutions under scrutiny right now. We also will review technical considerations as well as concerns about market timing, market segmentation and applicability across multiple vertical markets.

BIOGRAPHY

Hangu Sohn is technical product planning director for NAND and Mobile DRAM memory at Samsung Semiconductor Inc. Previously, he served as a mobile memory representative for Samsung at the JEDEC standards-setting organization for five years, and had senior product engineer responsibilities at Samsung covering LPDDR1/2 and non-volatile toggle-mode Double Data Rate (DDR) memory for another 10 five years. He holds a Masters of Business Administration from the State University of New York and a Bachelor of Science degree in Electronic Engineering, also from SUNY.