

PRESS RELEASE

SanDisk / Toshiba Device Garnerers Most Innovative Non-Volatile Memory

3-bit per cell NAND Flash brings advanced NVM architectures into mass production

OTTAWA, July 29, 2010 /PR Newswire/ - UBM TechInsights has announced SanDisk/Toshiba as the winner of the Most Innovative Non-Volatile Memory (NVM) award in TechInsights' 9th Annual Insight Awards. The [SanDisk/Toshiba 32nm 32Gbit x3 \(3 bit per cell\) NAND Flash](#) was analyzed by UBM TechInsights.

The winning NVM die was found in a SanDisk 32GB Micro SDHC memory card. The SanDisk/Toshiba part was chosen due to overall system-level optimization in the face of stiff competition from more aggressive processes (25nm) and architectures (4-bit per cell). UBM TechInsights analysts felt that the combination of 3-bit per cell architecture and a slightly conservative process (32nm) gave the edge to SanDisk/Toshiba in this category. The device marks a significant milestone where higher bit per cell architectures are considered reliable enough for high-volume, mass-production products.

Other leading-edge NAND Flash devices considered for the 9th Annual Insight Awards include:

- [Intel/Micron \(IMFT\) 25nm 64Gbit MLC NAND Flash](#)
- [Hynix 32nm 32Gbit MLC NAND Flash](#)
- [IMFT 34nm 32Gb 3-bit-per-cell NAND Flash](#)
- [Samsung 35nm 32Gbit MLC NAND Flash](#)
- [SanDisk 43nm 64Gbit x4 NAND](#)

UBM TechInsights annually recognizes companies for technical achievements in the semiconductor industry and has begun accepting nominations for the 10th Annual Insight Awards. The 10th annual awards will kick-off by recognizing the Most Innovative Mobile Processor late this summer. Please visit <http://www.ubmtechinsights.com/news-and-events/insight-awards/> for more information.

About UBM TechInsights

UBM TechInsights is the preeminent firm for the provision of sophisticated information and advice to technology companies. We assist in the management of their technology and intellectual property portfolios, ensuring the reduction of risk and maximizing return on investment. Our leadership position is founded upon our commitment to the utmost integrity, and sustained by the ongoing investment and acquisition of the knowledge and capabilities necessary to meet our clients' evolving needs. When companies need assistance in managing their most complex technology or IP challenges, they turn to UBM TechInsights for assured results. For more information about UBM TechInsights, go to <http://www.ubmtechinsights.com/>.

###

For more information contact: Mark Roberts, Director of Marketing
+1-613-576-0174, <mailto:mroberts@ubmtechinsights.com>