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### **UBM TechInsights discovers the first Phase Change memory device in a commercial application**

OTTAWA, December 2, 2010/PR Newswire/ - UBM TechInsights, the preeminent provider of services for companies seeking to leverage and protect their technology and intellectual property assets , announces the first commercial design win of a Phase Change memory component in a downstream product application. The discovery of this NOR-compatible Phase Change RAM (NcPRAM) ends years of speculation of when the first product to utilize this innovative form of memory would reveal itself.

[Discussed as recently as April 2010](#), Samsung has been in a development race with primary competitor Numonyx (now Micron) to introduce PRAM to engineers and handset designers as an alternative to traditional nonvolatile memories such as NOR and NAND. Through forensic technical analysis, UBM TechInsights has confirmed Samsung's claim of second half 2010 availability of a PRAM die in a multi-chip package (MCP) in a mobile phone. This establishes Samsung as the current leader in PRAM development and deployment.

UBM TechInsights' finding of a 512 Mbit die, labeled KPS1N15EZA and packaged with a Samsung 128Mbit UtRAM die, packs memory cells into a greater density than its previously analyzed [Numonyx 128Mbit Phase Change Memory](#) counterpart. The Samsung PRAM die is comprised of four aluminum interconnect layers with the memory elements and the top and bottom electrode contacts built between the aluminum metal 1 and the silicon substrate.

“The future of phase change memory technology is still unclear as a viable alternative memory technology to NAND, NOR and even DRAM”, says Young Choi, Senior Memory Analyst. “Recent debate on the scaling limitation of phase change memory technologies, combined with production delays from Numonyx had left many wondering if PRAM would ever realize its promise as a next generation memory. The discovery of this product in a mobile application is a clear sign that designers are now open to using this promising technology.”

UBM TechInsights' leading-edge forensic technical analysis techniques, combined with years of experience in all aspects of the [IP / Technology Lifecycle](#), enable the discovery and analysis of devices such as Samsung's NcPRAM.

#### **About UBM TechInsights**

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit [www.ubmtechinsights.com](http://www.ubmtechinsights.com).

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