

# **NAND Insights Q1/12:**

## **NAND Flash Industry entering period of decelerated bit growth**

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# Agenda

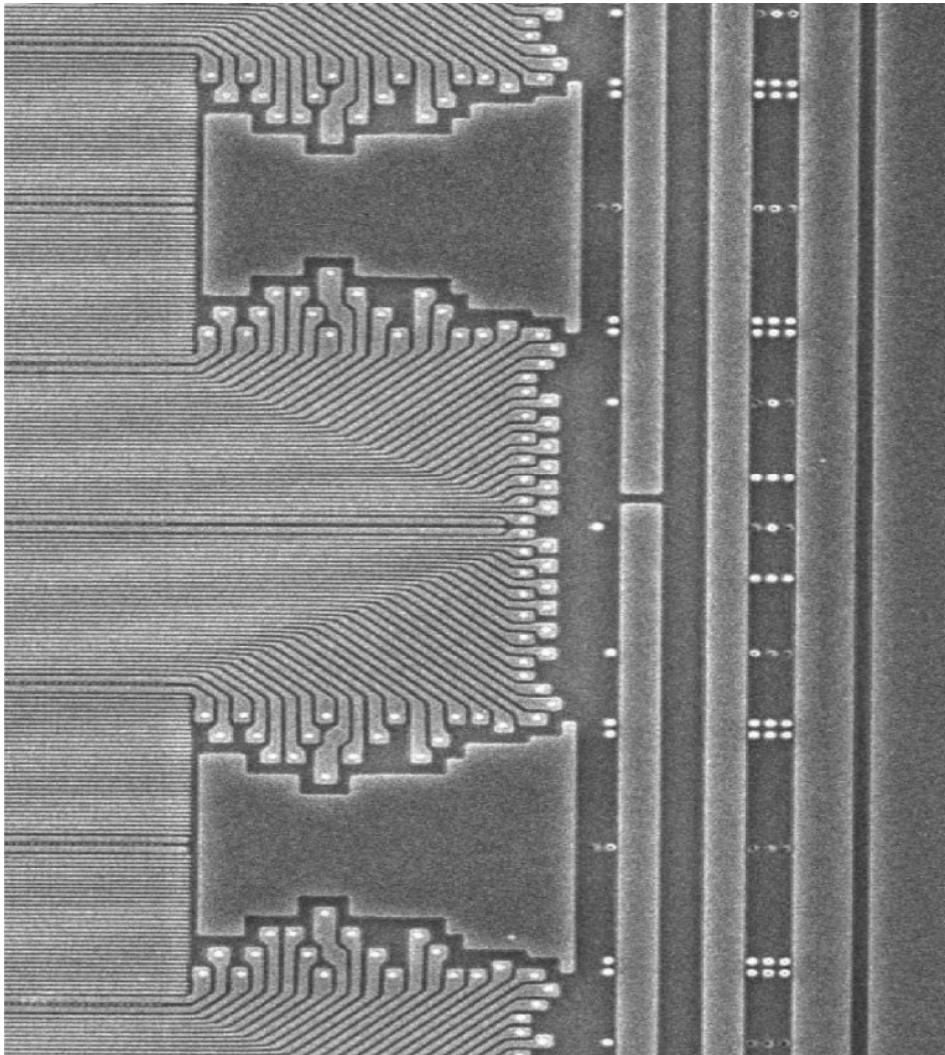
- Q1/12 vs. Q4/11 update
- U.S. CCI & GDP Growth
- NAND Flash Forecast
- Capex
- Wafer Capacity
- Vendor Status
- 2011 NAND Revenues by Supplier
- Technology Mix

# Agenda

- Product Mix
- Architecture Mix
- 3bpc by Application
- Demand
  - Smartphones
  - Tablets
  - SSDs
  - eMMC
    - eMMC Revenues by Supplier
- Supply-Demand

# Agenda

- Pricing
  - NAND
  - eMMC
- Cost
- Summary



***Market and Technical  
Intelligence for  
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