

# **NAND Insights Q2/14:**

## **Here comes the iWatch**

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# Agenda

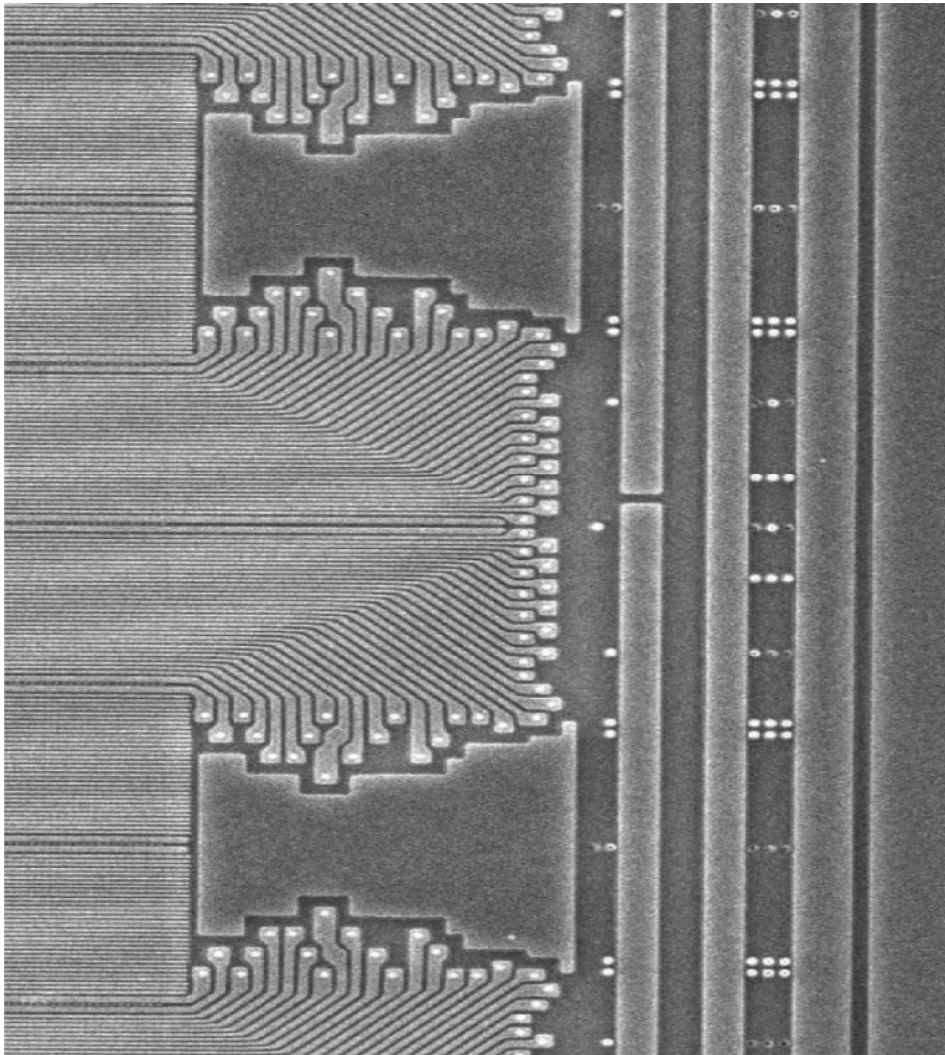
- U.S. CCI & GDP Growth
- Inflection Point
- NAND Flash Forecast
- NAND Flash Revenue Trend
- NAND Supplier Profitability
- Capex
- Wafer Capacity
- Vendor Status

# Agenda

- Technology Mix
- Product Mix
- Architecture & Technology Mix
  - 3bpc by Applications
  - 3D NAND by Applications
- Demand
  - Flash Cards
  - USB Flash Drives
  - Smartphones
  - Tablets
  - Smartwatch
  - eMMC/UFS
  - SSDs
  - Applications Forecast

# Agenda

- Supply-Demand
- Pricing
- 64Gb & 128Gb MLC Price vs. Cost
- Summary



***Market and Technical  
Intelligence for  
Semiconductor Memories,  
Emerging Memory  
Technologies and Solid  
State Storage***



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