

# SSD Insights Q2/13:

## The TLC Effect

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For internal use only

# Agenda

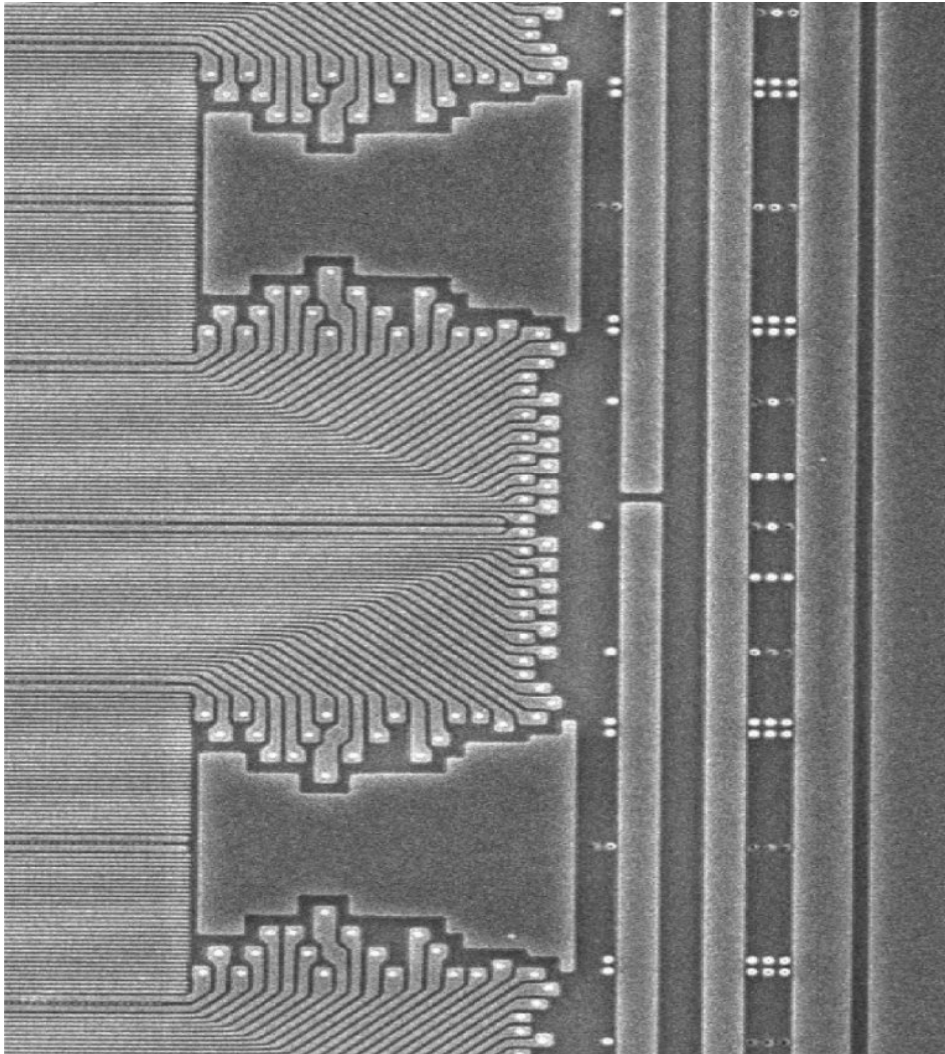
- Q2/13 vs. Q1/13 Forecast
- Computing SSD Revenue Forecast
- Computing SSD Unit Forecast
- Client SSDs
  - Hybrid Hard Drive Adoption
  - PC Flash Cache/Hybrid Dual Drive
  - Ultra-thin Notebook Storage
  - Notebook SSD Forecast

# Agenda

- Client SSDs
  - Average SSD Capacity
  - SSD Channel Pricing
  - Client SSD Pricing
  - Tablet SSD Forecast
  - TLC SSD Forecast
  - Client SSD Interface Trend

# Agenda

- Enterprise SSDs
  - Captive Datacenter SSD
  - Enterprise SSD Revenue Forecast
  - Enterprise SSD Unit Forecast
  - Aggregate Enterprise \$/GB
  - Enterprise SSD by Technology
  - Average Enterprise SSD (User) Capacity
  - Server-attached SSD Forecast
  - Storage-attached SSD Forecast
- Summary



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



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