

# **SSD Insights Q4/12: Client Down, Enterprise Up**

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# Agenda

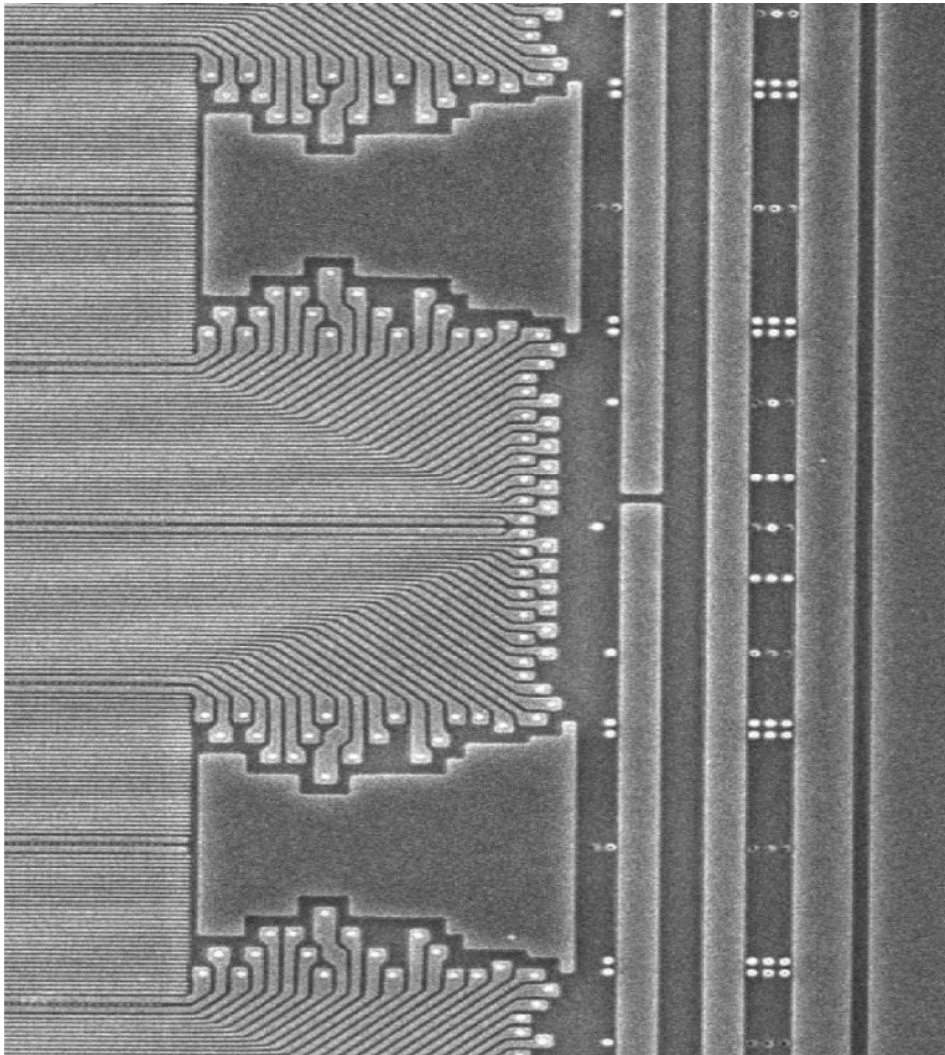
- Q4/12 vs. Q3/12 Forecast
- Computing SSD Revenue Forecast
- Computing SSD Unit Forecast
- Client SSDs
  - Hybrid Hard Drive Adoption
  - PC Flash Cache/Hybrid Dual Drive
  - Ultra-thin Notebook Storage
  - Notebook SSD Forecast

# Agenda

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

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- 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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*Forward Thinking*

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