

Samsung Announces Next-Generation Mobile Trends and Technologies

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Samsung Electronics Co., Ltd., the leader in advanced semiconductor technology, today delivered an extremely optimistic outlook on the market migration to mobile technology before 700 IT technology enablers at the second annual Samsung Mobile Solution Forum in the Westin Taipei Hotel in downtown Taipei. Samsung, which plans to steadily increase its business and investments in the mobile marketplace, said it foresees dynamic growth in corporate and consumer mobile usage over the next decade.

The company predicted that, as the movement toward 'mobile convergence' accelerates, key functions will merge introducing more user-optimized mobile applications, calling for more innovative advances in semiconductor technology.

President and CEO of Samsung Electronics' Semiconductor Business, Dr. Chang Gyu Hwang, launched the one-day event with a keynote address spotlighting convergence trends in the mobile market.

“The concept of customization is now being widely adopted by wireless system developers in an increasing commitment to make electronic devices more user-friendly and convenient. Mobile and digital consumer markets will take the lead in user-friendly convergence with IT mobilization not far behind,” Hwang predicted. “Samsung's mobile solutions will facilitate that convergence with a rapid pace of technological advancement in the areas of memory devices, system LSI semiconductors and flat panel LCD screens.”

SAMSUNG MOBILE SOLUTIONS

Heralding the emergence of a new IT paradigm, Samsung outlined several key trends and complimentary product development strategies that it is deploying to address upcoming mobile design challenges, before an audience of its peers in the PDA, mobile handset and original design manufacturers (ODM) sectors and other mobile-related market segments.

The company also announced several additions to its cadre of leading edge technology solutions. Unveiled at the forum were the world's first 1Gigabit mobile DRAM; a System-in-Package (SiP) that carries a 300MHz mobile CPU; a 1Gigabit (Gb) NAND Flash memory, a 256Megabit (Mb) mobile DRAM for mobile phones; a qVGA resolution, one-chip display driver IC (DDI); a 260K color DDI for active matrix organic light emitting diodes (AM OLED); and a 2.5-inch qVGA TFT-LCD for MP3 players.

MEMORY DRIVING MOBILE

The focal point of growth in the new IT era will be based on mobile technology, where technological advancements and application introductions are occurring at a historically unprecedented pace. To this end, non-volatile – NAND Flash – memory has become the pivotal enabling technology, boosting adoption of multimedia features in the mobile space while outpacing growth of other components.

The Samsung Mobile Solution Forum began with keynote addresses by the Editor-in-Chief of Nikkei Electronics, Naoki Asami, and Dr. Nam Sung Woo, executive vice president of Samsung Electronics' mobile solution R&D center. Afternoon technology sessions followed, where key developers shared their views on future technology trends and

discussed next-generation solutions.

A pioneer in NAND Flash technology, Samsung provides the widest range of cutting-edge mobile solutions: mobile DRAM, UtRAM™, NAND and OneNAND™ Flash memory, multi-chip packages (MCPs), display driver ICs, mobile CPUs, CMOS image sensors, and mid/small size thin-film-transistor, liquid crystal displays (TFT LCD).

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