

Samsung Mass Producing Three Ultra-Fast MultiMediaCards

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Samsung Electronics announced a major new commitment to the MultiMediaCard (MMC) market by initiating mass production of two new ultra-high-speed MultiMediaCards : MMC plus and MMC mobile . The new, ultra-fast MMCs are capable of transmitting data at 52MBytes per second, up to twenty times faster than existing MMCs, by supporting wider x4 and x8 bus widths.

A third Samsung MMC, the MMC micro, went into mass production earlier this year in densities of 32MByte/64MByte/128MByte/256MByte.

The faster speeds and smaller footprint of MMCs allows consumers to enjoy higher performance from advanced mobile consumer devices, such as mobile phones, DSCs, PDAs, MP3 Players and PMPs (portable multimedia players).

"The market for memory cards is growing rapidly and we at Samsung believe that our MMCs will steadily gain market acceptance as a cost-efficient and performance-enhanced alternative to the limited choices that exist today," said Tae-Sung Jung, Vice President of Samsung Electronics' Memory Product Planning & Application Engineering Team.

The MMC plus, which runs on 3.3V and is three times faster than SD TM Memory Cards, represents a strong memory solution for digital cameras. A 512Mbyte MMC plus card will provide storage space for 250 pictures of five-megapixel quality or three hours of QVGA-class video. Samsung TechWin's latest five-megapixel ultra-slim light-weight digital camera, Kenox #1 is using MMC plus as their external memory source.

The second new Samsung MMC entry, MMC mobile, is one-half the size of the MMC plus and capable of dual voltage support (1.8 or 3.3V). Designed for mobile phones requiring low voltages, the small, high-performance card will be supplied en masse to select companies beginning in July.

The third MMC memory device in mass production, Samsung's MMC micro, is one-third the size of the MMC mobile . Extremely rugged, the MMC micro can survive repeated jarring impact to itself or its host device, in sharp contrast to similarly sized cards.

Samsung adds to its original line-up of MMC cards: a world first 512Mb MMC mobile , MMC plus and MMC mobile products available in 64MByte, 128MByte, 256MByte and 512MByte densities. Each MMC

device is compatible with existing MMC specifications, established by the MultiMediaCard Association (MMCA).

The MMCA, a global association formed in 1998 to develop international MMC standards for memory, is addressing market demands for smaller form factors, higher performance and lower power consumption in the enactment of those standards. Samsung is the current MMCA chair holder.

According to market research firm Gartner, the global MMC market is expected to grow from a \$796 million this year to \$1,592 million by 2008, at 26% compounded annual growth rate.

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