

Samsung introduces new branded SSD powered by 3D V-NAND

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Samsung Electronics today launched the 850 PRO, a new solid state drive (SSD) line-up featuring Samsung's cutting-edge three-dimensional (3D) vertical NAND (V-NAND) flash memory technology. The new Samsung 850 PRO, unveiled at the 2014 Samsung SSD Global Summit in Seoul, offers a new breed of performance for solid state drives and

will be available globally across 53 markets from this month.

Based on Samsung's proprietary V-NAND technology, the new 850 PRO is ideal for use in high-end PCs and workstations. Samsung's V-NAND features a proprietary vertical cell structure and represents a breakthrough in overcoming the density limit currently facing planar NAND architecture used in conventional flash memory, yielding significant speed, endurance and energy efficiency improvements.

"With the new 850 PRO V-NAND SSD, Samsung is introducing the next major evolution of SSD technology, taking the lead in delivering high-density SSDs with outstanding endurance, performance and energy efficiency," said Unsoo Kim, senior vice president of branded product marketing team at Samsung Electronics. "We are fully committed to establishing an innovative computing environment by providing customers with leading-edge V-NAND SSDs with unrivaled performance."

The Samsung 850 PRO delivers blazing-fast speeds and exceptional endurance, offering the highest level of performance among SSDs using the SATA III (6Gb/s) interface. Its sequential read performance reaches up to 550 megabytes per second (MB/s), with write performance of up to 520MB/s. Random read performance is up to 100,000 input/output operations-per-second (IOPS), with write speeds of up to 90,000 IOPS.

The drive also offers a Dynamic Thermal Guard feature, which maintains ambient temperature while operating and prevents potential data loss from overheating.

The Samsung 850 PRO will be available in 128 gigabyte (GB), 256GB, 512GB and 1 terabyte (TB) storage capacities.

With the accelerating consumer adoption of SSDs, Samsung anticipates

that its new V-NAND SSDs will add to the growth of the branded SSD market with its outstanding performance.

According to the April 4, 2014, "Gartner Forecast Analysis: NAND, Worldwide, 1Q14 Update" , the global SSD market is expected to rapidly increase from US \$11.04 billion in revenues in 2013 to approximately US \$14.47 billion in 2014 and US \$23.54 billion in 2017.

Provided by Samsung

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