

SanDisk Developing 128 GB Micro-SD Card For 2011 Release

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SanDisk micro-SDHC

(PhysOrg.com) -- SanDisk one of the global leaders in flash storage cards is in the development stage of manufacturing a 128 gigabyte micro-SD card for cell phones. According to Deccan Herald of India, SanDisk's Chief Operating Officer, Sanjay Mehrotra, "the tiny thumb-nail size micro-SD card will have the storage capacity equal to today's PCs." Mr. Mehrotra visited SanDisk's India Design Centre in Bangalore responsible for developing the design of flash memory cards.

According to Mr. Mehrotra, the 128 GB micro-SD card will be available to consumers by 2011. Flash cards for mobile devices has become a significant part of SanDisk's business enterprise amounting to total

revenue of \$1.4-billion in 2007. The growing number of mobile devices with expansion slots is expected to rise to 950 million by 2010. The company expects that at least half of all mobile users will go for upgrades and replace low capacity memory cards included with cell phones. Mr. Mehrotra is essentially sending a "Wake Up Your Phone" consumer awareness message to let consumers know about upcoming innovations.

For solid state drive laptops and PCs, SanDisk has developed a 64 GB flash drive. It is expected the solid state drive will eventually phase out lower capacity hard disk drives. Mr. Mehrotra believes the solid state drive will be slower than the flash micro-SD for mobile phones.

In other news, SanDisk is in the process of releasing to consumers its 16 GB microSDHC memory card and Memory Stick Micro (M2). The large capacity microSDHC finger-nail size card will easily handle cell phones with HD video, MP3, HD video/cameras and GPS features. The 16 GB microSDHC is compatible with electronic devices including cell phones that have a micro-SD slot like the SanDisk Sansa Player.

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