

Data Flash Topical Report

Micro-controllers Still Waiting for SSD Boom

By Clifford Leimbach, Analyst

Forecast

Frequency, Time Period

- 5-year forecast

Measures

- Sales
- Units

Regions, Markets

- Worldwide

Applications/Products Covered

- Flash Storage Cards
- USB Flash Devices
- SSDs (Solid State Drives)

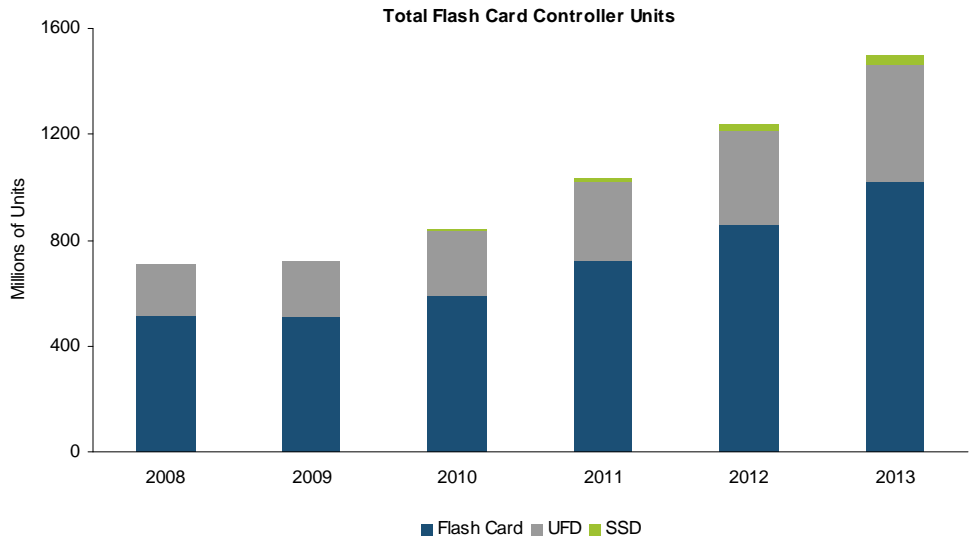
Technologies Covered

- Flash Controllers

iSuppli believes that the flash controller market will achieve 16% CAGR by 2013. Total units will grow to 1.5 billion by 2013, with flash card controllers reaching more than 1 billion units. Although flash card controllers are more popular than USB flash drive controllers and account for more than 70% of the market shares in 2009, flash card controllers will face more revenue challenges in 2009 and 2010, resulting in a complete slowdown of revenue growth.

On the other hand, iSuppli sees SSD flash controllers growing the fastest, reaching \$95.7 million in 2013 even though the market will be less than \$20 million in 2009.

This report takes a look at the flash controller market, which iSuppli defines here as controller chips for Flash Storage Cards (FSCs), USB Flash Devices (UFDs), and Solid State Drives (SSDs) for PCs.



Critical Questions Answered

- What is the forecast for the flash controller market?
- How does the merchant market move differently from the captive market?
- What are the future trends in the flash controller market?

Who Should Read This?

- Flash card suppliers
 - Planning
 - Procurement
- MP3 and DSC OEMs
 - Marketing
 - Planning
- NAND flash/ Flash controller suppliers
 - Marketing
 - Strategy
 - Business development

Lead Analyst

Clifford Leimbach, Analyst

Clifford is responsible for providing research, analysis, and forecasting of DRAM and NAND memory from the demand side. His duties also include analyzing the DRAM upgrade module.

Clifford holds a Masters of Arts in Economics from University of Southern California (USC) and a Bachelor of Arts in Economics from University of Utah.

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