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Samsung and Anobit collaborate on SD Card Controller incorporating Anobit's Memory Signal Processing (MSP™) Technology

New SK6630 controller incorporates Anobit's advanced Memory Signal Processing (MSP™) technology to provide high endurance and performance for Samsung's 3-bit NAND

Seoul, Korea and Herzeliya Pituach, Israel– August 17, 2010 – Samsung Electronics Co., Ltd. and Anobit today announced that the two companies have collaborated on the design of a new controller (SK6630) for use in Secure Digital (SD) memory cards. With the use of Anobit's Memory Signal Processing (MSP™) technology, the SK6630 provides high endurance and high performance for Samsung's 3-bit NAND at advanced process nodes.

The SK6630 is co-designed and manufactured by Taiwan-based storage and multimedia solution provider SkyMedi for use with Samsung's 30 nanometer class 3-bit NAND.

"Our collaboration with Anobit enhances Samsung's industry-leading high-density NAND product portfolio in the advanced process nodes," said Seijin Kim, Vice President, Flash Memory Planning/Enabling, Samsung Electronics.

"We are happy to be working with Samsung – the world leading provider of NAND Flash Memory – to push the boundaries of NAND endurance and performance," said Dror Salee, Anobit's VP Marketing.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

About Anobit

Anobit is a NAND-based solutions provider. Its products range from MSP components to complete, enterprise-class solid-state drives. Anobit works closely with some of the world's largest NAND manufacturers, consumer electronics vendors and storage solution providers. For more information visit www.anobit.com.