



Consumer SSD Market

August 2013
Cameron Crandall
Sr. Technology Manager

Consumer SSD Market – Who are the consumers today?

- Prosumers – Professional Consumers
- Enthusiasts – Gamers, High Performance System Builders
- SOHO – Home Office User



The purchasers in this market segment *need* the performance and/or durability of an SSD and are willing to pay for it.

Pricing - This market segment is most sensitive

- Pricing will continue to fall
- New technologies to drive cost down – 3 bit per cell (Triple-Bit or TLC)
- Endurance Considerations
- Higher Densities Needed!



Summary

- **The adoption rate for consumer SSD continues at a steady pace**
 - Performance and Durability
- **3 Bit Per Cell MLC (TLC)**
 - Will offer a significant reduction in BOM cost
- **Ultrabooks will help drive adoption**
 - SSD's are the primary storage device for Ultrabooks
 - New SSD designs being standardized now



Thank You!

