Adding Edge Storage in Connected Home, Automotive and Industrial Markets

Nathanaelle Klein

SanDisk Corporation

Forward-looking statement

During our meeting today we will be making forward-looking statements.

Any statement that refers to expectations, projections or other characterizations of future events or circumstances is a forward-looking statement, including those relating to industry trends, standardization plans and any SD Association's related plans,.

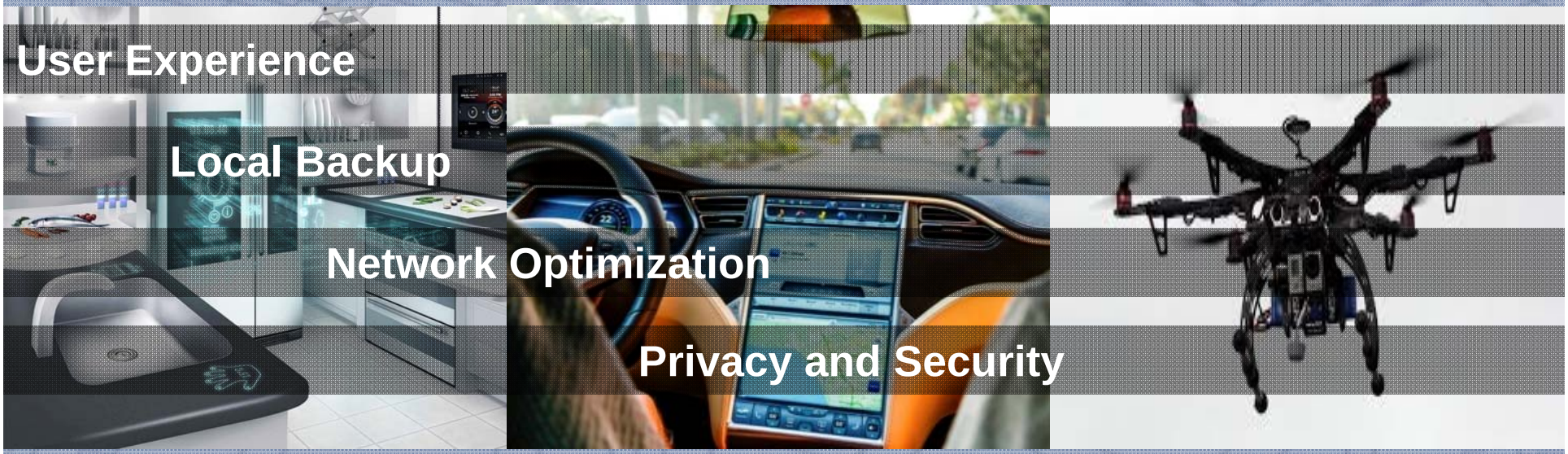
Actual results may differ materially from those expressed in these forward-looking statements including due to various factors.

We undertake no obligation to update these forward-looking statements, which speak only as of the date hereof.

Edge storage augments the Cloud

Volume	Velocity	Value
Overcome Networking Limitations	Enable Real-time Analysis	Guaranteed User Experience (QoE & QoS)

Flash at the Edge of the Network

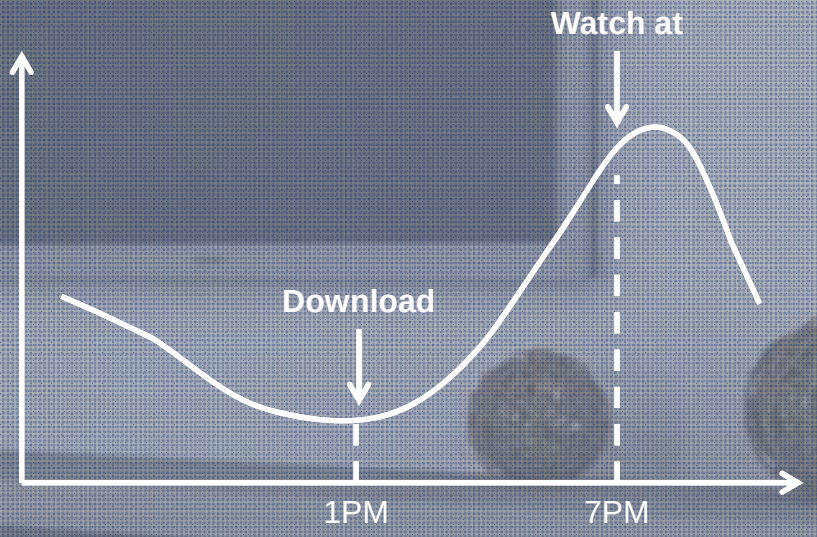


Connected Home | Automotive | Industrial

Connected Home Use Case Examples

Pause Live TV

Immediate Rewind/FFWD



Pre-positioning

Predicting what consumer will watch next

Application Specific Features

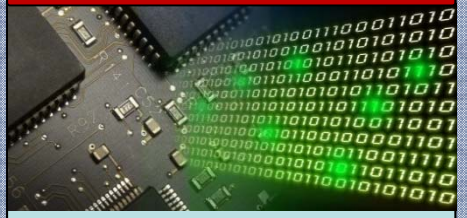
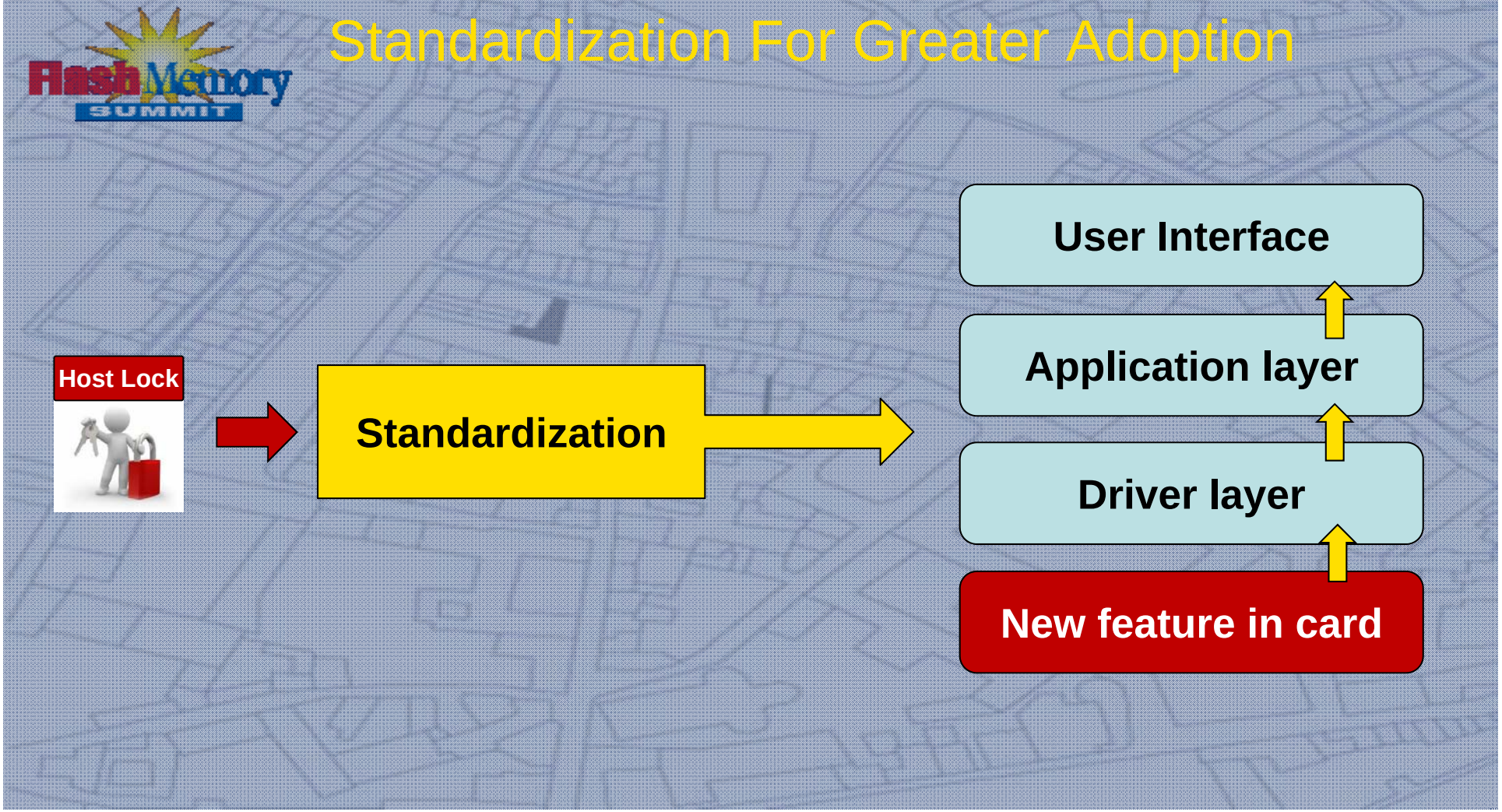
At end of life, card failure results in customer dissatisfaction.
Q: What if we knew ahead of time when a card reaches end of life?

Application requires high endurance card. Non-qualified cards may not meet the customer spec.
Q: How could we ensure that the card inserted was qualified?

"Too many set top boxes sent for refurbishment don't include the cards."
Q: How could we limit the card usage to a specific host?

Additional features/FW fix may require a FW change and the need to send the cards back for update.
Q: What if we could update the firmware on the cards already deployed in the field?

Creating Value With New Features

Health Status	Programmable String	Host Lock	Secured FFU
			
The health status feature maximizes the card's usage by signaling ahead of time when to replace it	The programmable string enables a unique ID per vendor/host to track qualified cards	Host lock enables to protect both the card content and the card itself	sFFU saves the cost associated with the return of card back for firmware update

Standardization For Greater Adoption