

# SD card Applications - A Day in the Life of SD card

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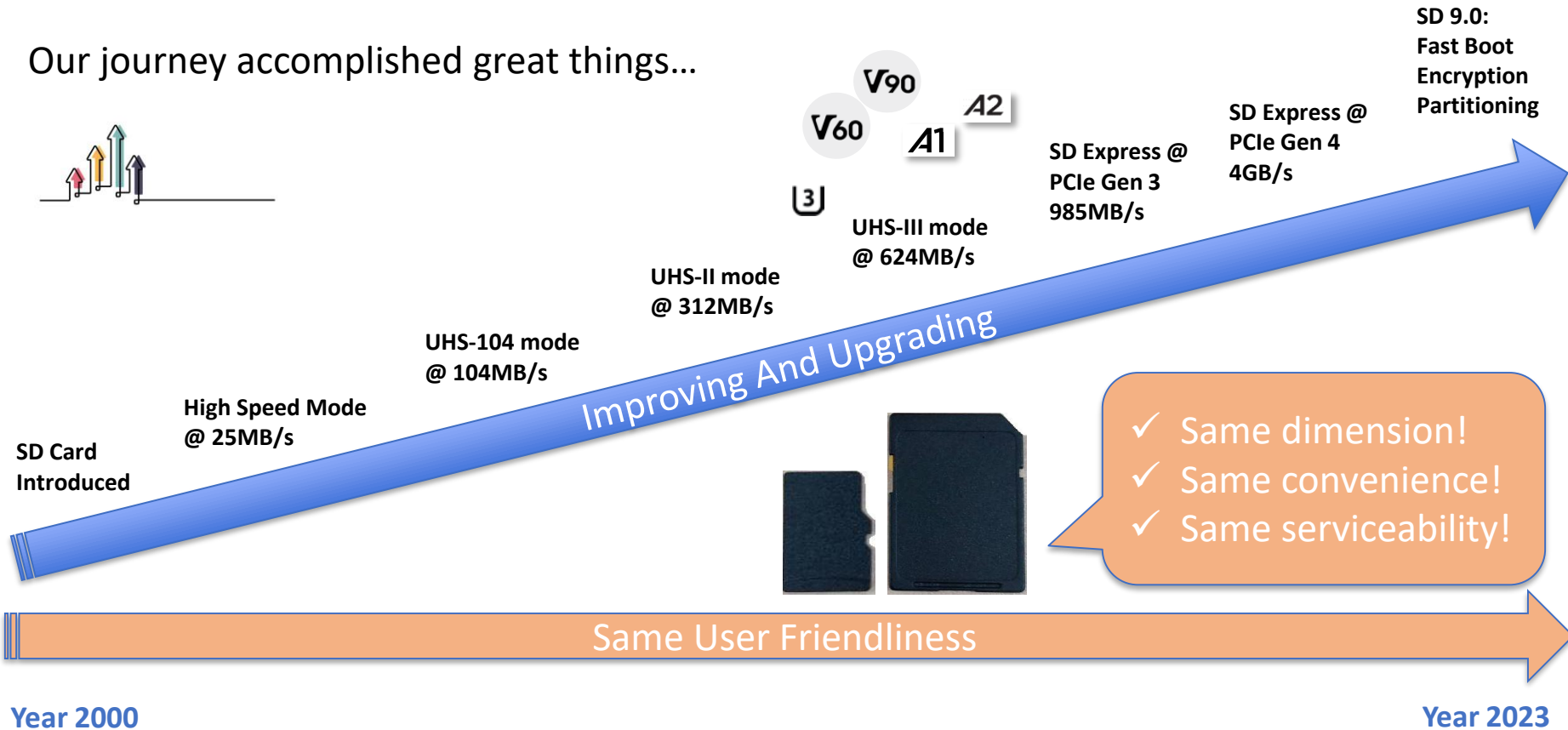
# Agenda

- SD history and insight
- SD mainstream applications
  - Automotive
  - Surveillance/Edge
  - Professional
- Phison's role and value



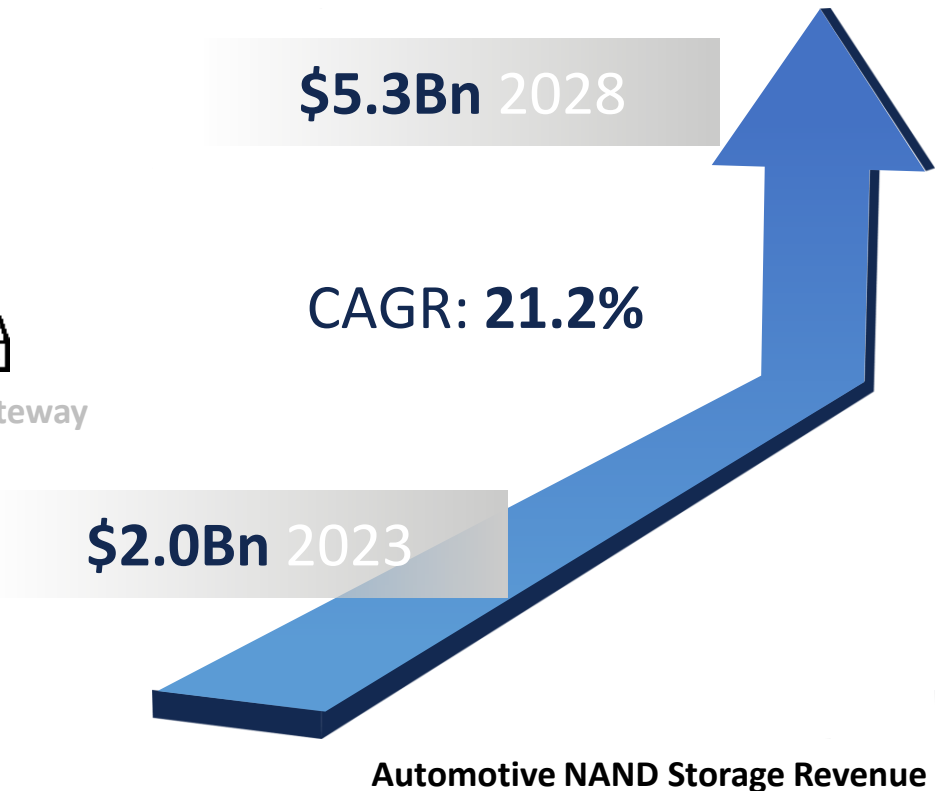
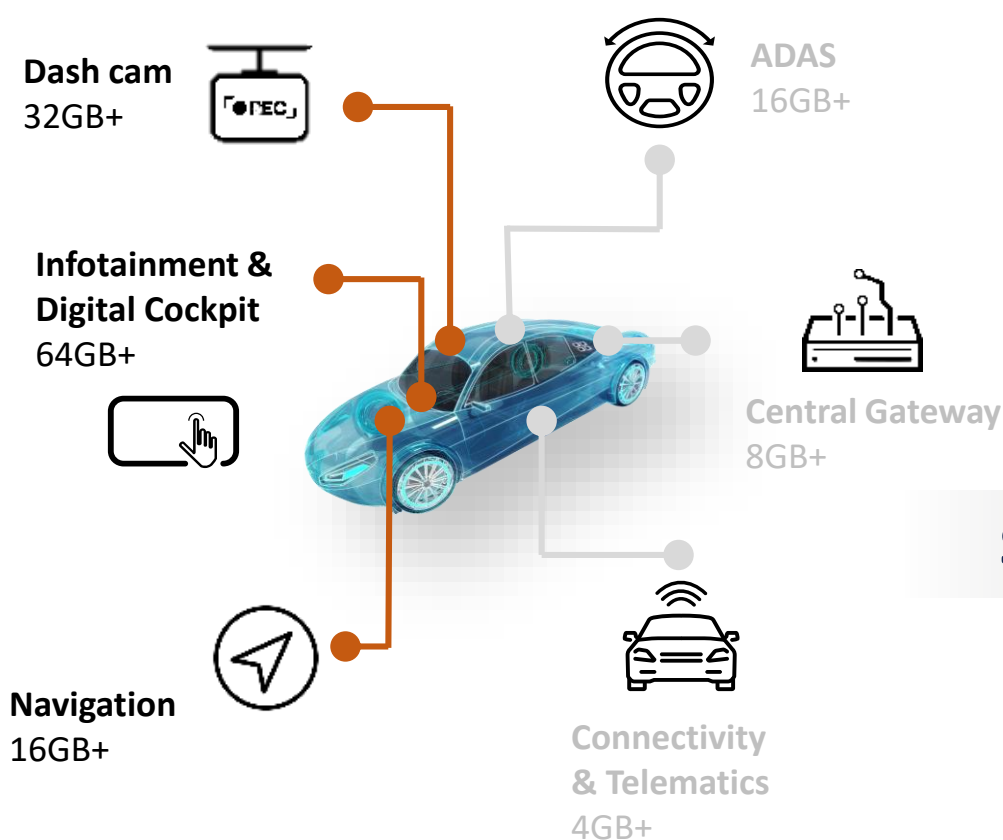
# SD Card's Evolution

Our journey accomplished great things...



# Automotive Usage

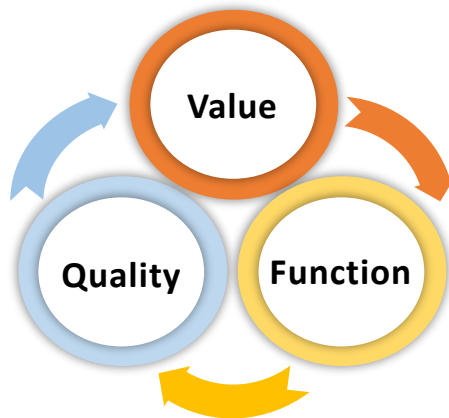
# SD Has More Potential To Look Forward To



Source : IHS Markit 2022

# SD Has Great Automotive Values

- Best value **removable** memory storage: 128MB to 512GB



- Selected AEC-Q100 / VDA6.3 qualifications
- IATF16949

- Health monitoring function
- Field Firmware Update function

# Surveillance/Edge Usage

# SD Has More Surveillance/Edge Usage

**Global: 148Bn 2023**  
**CAGR: 12% to 2027**

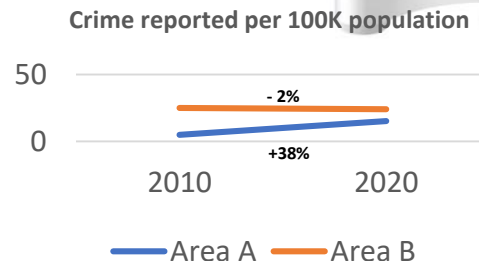
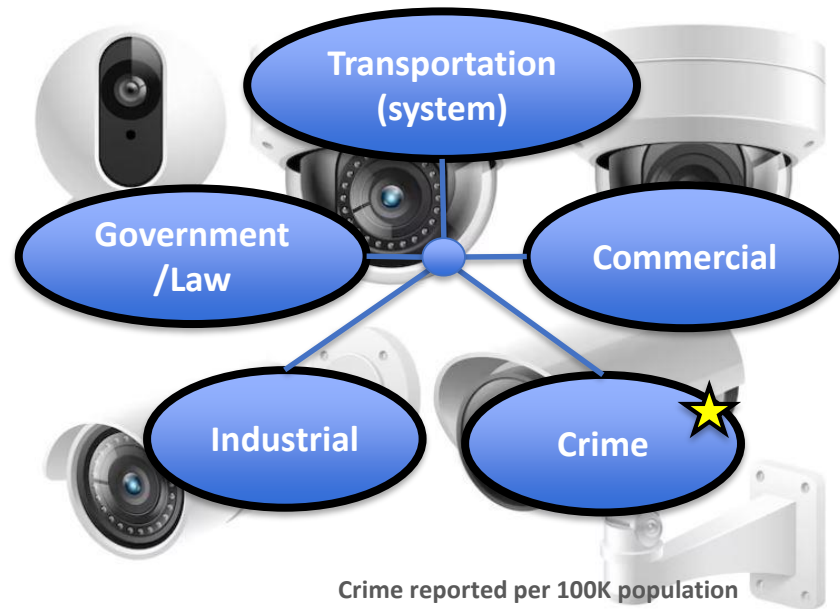
Source : Research and Markets 2023

**Asia Pacific: 48Bn 2022**  
**CAGR: 9.4% to 2027**

Source : Markets and Markets 2022

**Mobile: 2.3Bn 2022**  
**CAGR: 8.5% to 2032**

Source : Polaris Market Research 2022



Source : Macrotrend 2023, Eurostats 2023

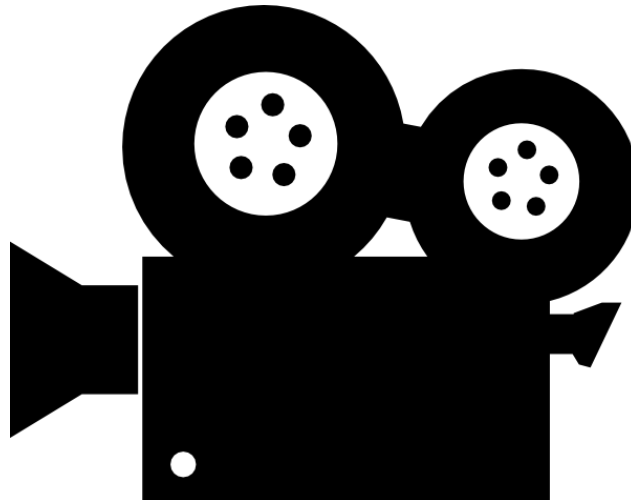


# SD Satisfies Critical Recording Characteristics

Sustained  
Recording  
Speed

SD ability:  
Stable 21~22MB/s

4K UHD: 12.5MB/s  
Full HD: 6.25MB/s



Maintenance  
Free

Format-Free Function

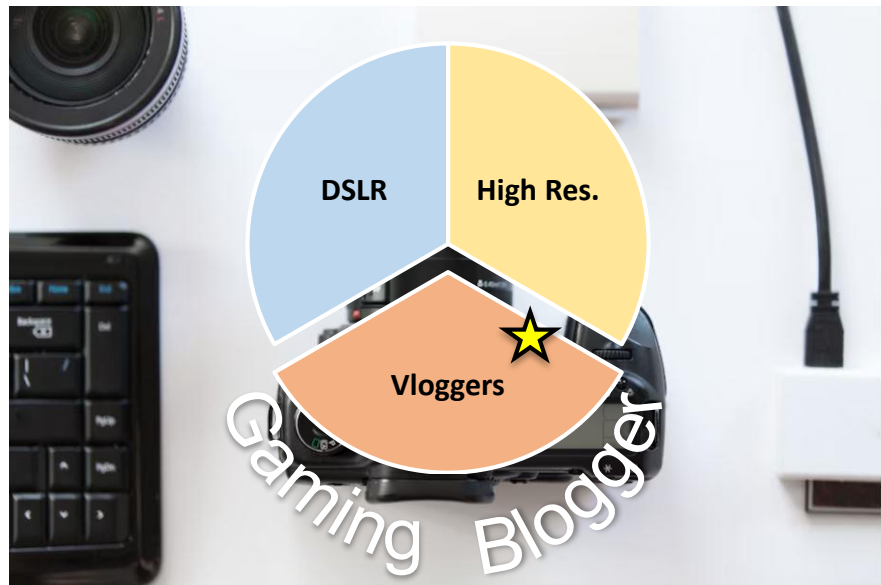
- Health monitoring function
- Field Firmware Update function



# Professional Usage

# SD Can Be Very Professional

**V60 V90**



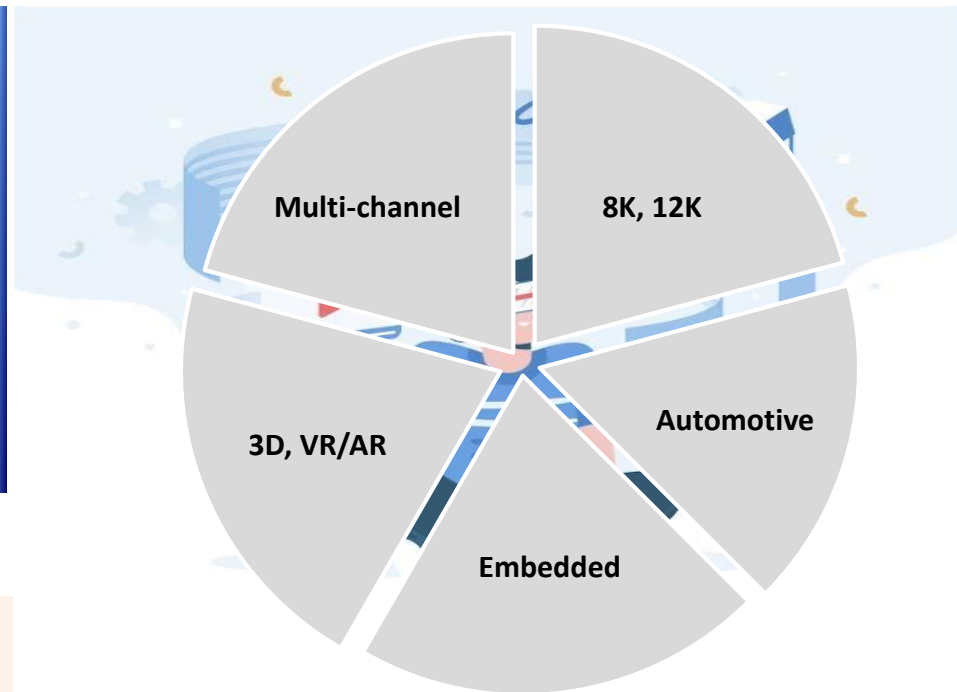
Global vlogging-camera sales of 19.10% CAGR from 2022 – 2029

Example: Panasonic G100, Sony ZV-1, with microSD slot!

Source : Brand Essence Research 2023

**EX**

**UHS-I Read 200MB/s**

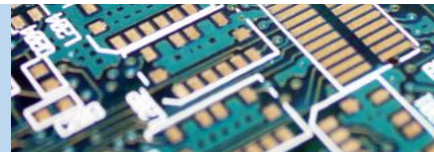




# Phison can provide complete SD solutions

## We are a total solution provider

**NAND Flash-based IC Designer**



Experience

**20+**

Years

**80%+**

R&D Exp./ OPEX



**70% R&D**

3800+HC

**ODM**

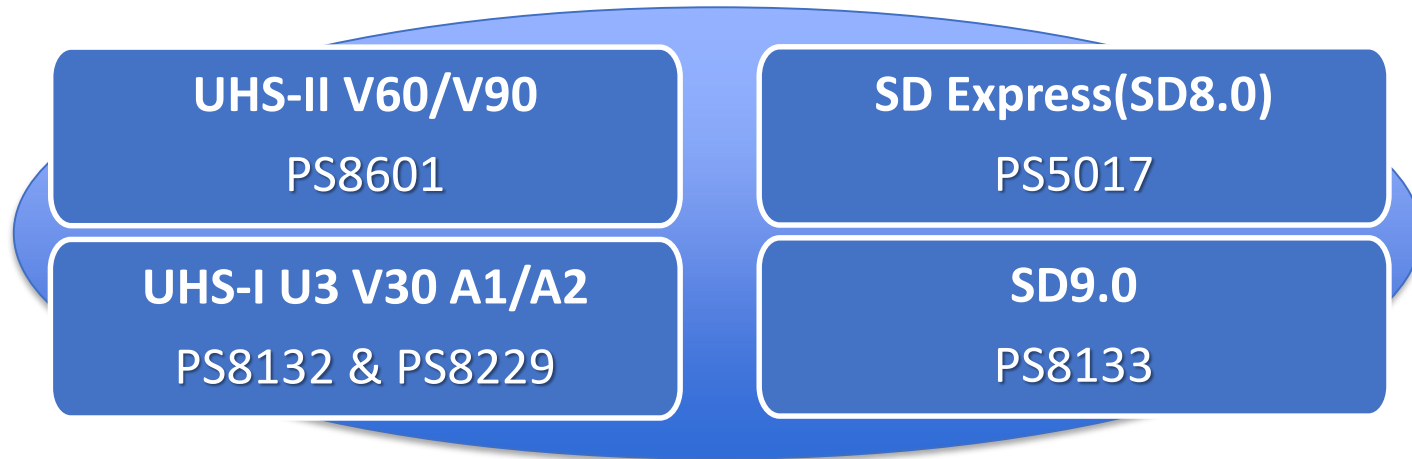
From Design to Manufacturing

**Turnkey (w/ customization)**

Flexible Business Model

# So, What And How, Can Phison Help You?

## Complete Lineup + Latest Technology



**Thank you**